

THE TARIAN

The Magazine of Service

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Chicago, Ill., U.S.A.

APRIL, 1920

Price 20 Cents



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THE ROTARIAN

April, 1920
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Rotary and Its Magazine

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Objects of the I. A. of R. C.

First: To encourage, promote and supervise the organization of Rotary Clubs in all commercial centers thruout the world.

Second: To co-ordinate, standardize and generally direct the work and activities, other than local activities, of all affiliated Rotary Clubs.

Third: To encourage and foster, thru its own activities and thru the medium of affiliating Rotary Clubs:

- High ethical standards in business and professions.
- The ideal of service as the basis of all worthy enterprise.
- The active interest of every Rotarian in the civic, commercial, social and moral welfare of his community.
- The development of a broad acquaintanceship as an opportunity for service as well as an aid to success.
- The interchange of ideas and of business methods as a means of increasing the efficiency and usefulness of Rotarians.
- The recognition of the worthiness of all legitimate occupations and the dignifying of the occupation of each Rotarian as affording him an opportunity to serve society.

Fourth: To create, adopt and preserve an emblem, badge, or other insignia of International Rotary for the exclusive use and benefit of all Rotarians.

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THE advertising pages of THE ROTARIAN are open only to advertisers of acknowledged standing and respectability. Advertisements will not be accepted from those who are engaged in doubtful or irregular enterprises or whose records give evidence of even a disposition to disregard correct business methods or recognized standards of commercial or professional honor.

54,500 Copies of this Issue were printed



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"BOYS"

By Maurice E. Levit, Superintendent, Fifth Street Temple Social Settlement of Philadelphia, Pa.

BOYS are my special hobby. The trouble is that most of us are inclined to look upon the boy as a problem and to dissect him as we would a frog or other animals that we study in our biology classes. A boy is no problem to anyone except an old maid, or himself.

And he is a problem to himself, I'll admit. He will do things that he cannot give a reason for, the minute that he has done them. But as far as that is concerned, most of us do things on impulse, that we cannot always explain. But we must quit studying the boy as an abstract proposition and try to get the boy point of view and then we will have a better chance to understand him.

I look back on my own life and realize that I was continually misunderstood and as a consequence I had a rather miserable time of it. And as I look back and realize what an influence some of the outstanding things had in shaping my ambitions and ideals I am anxious to throw such constructive influences into the lives of the boys and girls that I come in contact with that they may in later years be able to say "I am glad that Mr. Levit came into my life."

Let me mention a few incidents by way of illustration.

When I was a mere lad, a big event took place, the World's Fair in Chicago, which, by the way was my home town at that time, was about to open. My father, along with thousands of other men expected, to clean up a fortune in the summer by the manufacture and sale of soft drinks. He mortgaged everything we possessed and bought a lot of equipment and then started in to get rich. But with thousands of others he was disappointed. The Fair as a money maker was a fizzle. When it was closed my father was a bankrupt. Everything he owned in the world except the furniture in the home was taken to satisfy the creditors.

Then came the panic of 1894. And the railroad strikes. And times were dreadfully hard. And to cap it all my father was taken sick with typhoid and malaria fever. He hovered between life and death for weeks. In the meantime there were six children in the home for mother to provide for. And there was

no money. And the grocer had to cut off our credit as times were so hard.

And father got worse and worse. I do not doubt that he wisht many a time that he could die. And I am sure that mother was in despair and did not know which way to turn.

And the day came when there was nothing in the house to eat, not even a crust. And there were six hungry children who could not understand, but kept asking mother when there would be something to eat. And in fancy I can see mother turn away without being able to answer, and hear my poor old sick father groan in the misery of it all.

And just when it all seemed darkest and I am sure mother was in absolute despair, a wagon backt up to the door. I suppose that mother, when she answered the knock at the door thought that the crowning misfortune was about to take place, that they had come to take the rest of the furniture.

But no, it was a wholesale grocer's wagon. And upon being assured that we were the right family, the driver began to unload the boxes and packages. Everything that a hungry family could want was in that load. And I can still see my mother standing and wiping her eyes as she looked at the men unloading the wagon. I can still see her hand steal to the hem of her apron and she used it to dry her tears. I didn't see anything to cry about at the time.

When the wagon was unloaded, the driver

handed mother a letter and then drove away. And when the letter was opened a ten dollar gold piece dropt out and a note. And here is what the note said:

"When you get on your feet and are able to repay this loan, and you see some one else in need, remember this and do likewise toward them."

Well mother got us something to eat and then she did what seemed to us children to be a queer thing. For instead of sitting down and eating she threw herself on the bed beside father and their tears mingled.

A Boy's Dream

The impression I received that day has stayed with me thru the years and I dreamed a dream. And here it is: *When I grow up and get rich (I never had a doubt but that I should be rich some day), I will try to find sick and unfortunate families that have a lot of hungry children and I will get a lot of good things to eat and I will drive up to their house and I will unload the load and I will drive away without telling them who I am.*

About this time I startel selling papers on the street. It was not long before I was as apt as the average newsboy. We were in an age before the boys had stands on the corners. We were compelled to jump the old style cable cars, and, keeping one eye peeled for the conductor, sell as many as possible before we jumpt off, about two inches in advance of the conductor's foot. And then we would stand on the corner with our fingers to our noses, wiggle them at the conductor to show our contempt.

All in all it was a great life, and while I learned many things that I should never have known, yet I feel that the experiences I had as a newsboy were good for me in after life. One thing I did learn was that I could read a man's character pretty well. And in after life the ability to read a man has stood me in good stead.

One of the big events of my life at that period was the annual Thanksgiving dinner given by Ike Wolf (a clothing store proprietor), to the newsboys. Mr. Wolf had come up from the news boy ranks himself and was always doing something for



"And I would lie upon the grass with those delicious fear-chills playing tag up and down my spine."

the boys. At Thanksgiving time, he would empty the first floor of his big store and arrange it into a banquet room. Three or four days before THE DAY he would display in the windows barrels and barrels of turkeys and cranberries and pies and cakes and candy and celery and all the other goodies that go to make a Thanksgiving dinner the one big event in the year to boys. And we had the rare pleasure of being able to stand by the window with our noses prest flat against the window glass and for hours at a time enjoy in anticipation the big treat that was in store for us.

The Big Thanksgiving Feast

And at last the big day would arrive. And so would about three thousand news kids. The police would line us all up and then let in groups of about 500 at a time. We were sure that no mortal person could take as long to eat their fill as the boys that got in before us. But we always stuck it out and at last the line would move up so that we who were next could look thru the windows at the lucky boys that were at the tables. And the kids that were eating would wave a "drum stick" at us and torment us.

But even a boy has a limit to what he can hold and at last the tables would be made ready and the police would let us in. And my, what a rush there was for seats. And then would come the order of the day. Simply this: Mr. Wolf would say:

"Eat till you bust, kids."

And he would give orders that no plate should ever get empty.

And we ate, and ate, and ate till it was an impossibility to cram another bite into our mouths. And then we would stuff an apple and an orange into our pocket and make way for the next bunch.

And all the time we were eating there would be a band playing and Ike Wolf would be walking about the table and pinching our ears or slapping us on the shoulder and asking us if we were having a good time.

He Has Another Dream

And I dreamed another dream. *When I grow up and get rich I will get a great dinner up at Thanksgiving time and I will invite all the poor people that I can find, especially all the news kids, and I will make them eat until they can eat no more.*

About this time I began to get a bad name among the police. And they wanted to send me to the reform school or induce my father to put me in the Navy. And I really thought that I must be a bad boy because nearly every one said so.

But listen to what caused my badness, and of what my badness consisted.

At that time we were living near the stock yards in Chicago. There were no trees and no green grass anywhere about. And oh, how hungry I would get to see the green grass and trees. And every spring, about May or June, when the warm days were on, it seemed as if I could not stand it.

I remember to this day how I used to struggle against the impulse to start out and run, and run until I could get to the country where the grass was green and the butterflies were flittering about in the sunshine, and where we could smell

the sweet perfume of flowers. Remember, all I saw was the smoke and dirt of the packing house district, and the smell of the fertilizer plants and the slaughter houses on a warm day was almost overpowering.

And I would fight on and on, but it was always a losing fight. My teacher would tell me what a lazy boy I was and how I should come to some bad end, and would send a note home by a teacher's pet (oh, how I used to hate them), telling my parents that they must do something about me as I was not trying. Not trying! Why, I was fighting such a battle as only one who has gone thru with it can even understand. *Not trying!* I was struggling to keep from throwing my books thru the window and following them and run and run and run.

A Losing Fight

But no use. I always lost the fight and at last would quit trying and I would run away.

I always headed for the same place. Some years before my father had taken us to a picnic on the Des Plaines River. It was a public picnic grove and as I look back and remember it now I think it was just an average grove of its kind. But to me in those days it was the grandest and most wonderful place in the world.

For didn't the grass grow there? And we could walk upon it or lie upon it without being chased by the police. And the birds would sing in the trees and the bees would hum thru the air and it was so quiet and peaceful that I used to want to cry.

Now, remember, this grove was twenty miles from where I lived and I had no money. And I always ate the bread that I would take from home before I was fairly started. And I would walk every step of the way, always on the alert for the police. At last I would get to the grove. I always went to the same corner of the grove to stay.

As I always landed there at sunset it would not be long before the darkness would blot out the trees and then I would begin to imagine dreadful things. How could I know but that there were wild animals stalking thru the timber? How did I know but that there were robbers and bandits hiding behind the trees and even then were plotting to take my life. And I would lie upon the grass with those delicious fear chills playing tag up and down my spine until I would drop off to sleep.

And just as likely as not, sometime during the night a little garter snake would crawl across my hand, or worse yet, across my face. And I would jump up in terror and wish I were at home.

But at last the awful night would pass and the sun would kiss me awake. And the birds would sing for me and the trees would look so beautiful that I could almost imagine I was in heaven. Of course, I was hungry. But what mattered that. Here were trees and grass and flowers and butterflies. And the air tasted so sweet and smelled like perfume. Here was no noise and smoke from a thousand stacks. Here were no foul odors. All was at peace. And I was us would have to stand in line for hours. And happy—a little lonesome, perhaps.

A Third Dream

And all the blessed livelong day I would lie in the grass and dream and dream and dream. And it was this: *When I grow up and get rich I will take all the little fellows that live in the*

downtown parts of the city and I will bring them out to the country and let them stay as long as they wish and I will give them all kinds of good things to eat.

Just what they would get to eat depended upon how hungry I was at the time I was dreaming. And then after maybe two or three days of fasting I would be driven to the city again.

The farmers would always run a boy off if they came begging. I presume, in justice to them, it ought to be said that they were probably tormented to death by boys stealing and begging. I remember one time that I stooped to pick an ear of corn that grew by the fence and a farmer with a pitchfork chased me a mile or so. After that I left them severely alone.

And then about the time I reached the city limits some burly police would stop me and ask my name. They had been instructed to look out for me and when I told them my name they would send for the patrol and send me down town to the central police station. And the police would send for my father and try to get his consent to send me to the reform school. And I suppose that I would have gone if my mother had not begged so hard for me. I half-way believe that she sensed the hunger for the open in my soul.

One thing I remember quite well. When the police or my father asked why I ran away, I could not, for the life of me, explain it to them. And then as I stood dumb before them the police would call me a "bull-headed kid," and say that if my father would let them they would make me talk. I was not obstinate, but I just could not express in words the hunger I felt in my soul.

So when I see a boy nowadays standing dumb before the questioning of a judge or a policeman I always feel sorry for him.

Working Out His Dreams

Well, the years sped along, and I grew to manhood. I was as the average man that had but very little of the better influences come into his life. I was married, and God sent us a fine family of little ones. When I was about thirty years old I first came in touch with the Gospel and was converted. And then I was filled with a desire to serve God. The Methodist church sent me out into Iowa to preach, and after a few years I was called to Sioux City.

I had hardly gotten started when it dawned upon me that here was the place to work out the dreams of my boyhood days. My first move was to see if a Thanksgiving Dinner was possible. I canvassed the merchants of the city and soon saw that ample supplies were to be had for the asking. I sent out invitations for all who were in that district to be my guests at a dinner. And they came, by the hundreds. And when they were all seated I gave the rules for the dinner: They were all to eat until they could eat no more. And they were all obedient to the rules of the day.

And while they were all eating I would walk among them, pinching this boy upon the cheek and slapping that one upon the shoulder. And all the time I had the impression that it was Ike Wolf who was walking about doing these things and that I was still a little newsboy standing at his side. And all the day long I would be in a sort of a happy daze and at night when all were gone I would drop on my knees and thank my God that one of my dreams had come true.

As the days went on in Sioux City I had the pleasure of seeing another of my dreams come true. For all about me on every side I saw want and poverty. I used to take a bundle of clothing or a lot of provisions and visit the needy. And when I would hand the relief to the mothers they would often reach for the hem of their aprons. And the years would slip away and I would see my old mother standing there, apron to her eyes and an open letter in her hand. And the letter would say:

"When you are on your feet and see some other person in need, remember this and do likewise toward them."

And the Third Dream Comes True

And then a dear, good hearted man made another dream come true. He made it possible for me to have a camp house, just the kind as I had always dreamed of, on the shore of Crystal Lake—a great roomy, comfortable house where I could take out twenty-five boys or girls at a time. And all the day we would play thru the woods, and at meal time we would have the finest kind of meals, just as I had dreamed of having.

And after the darkness had set in and the howl of the coyote could be heard in the distance we would build a great bonfire. We would gather the wood during our hikes thru the day, and then when the fire was burning well we would gather about and I would tell them stories. The big bull frogs that kept house under our boat landing used to sing to us and screech owl used to scare us half to death with its unearthly screech.

And the stories! You know the kind. Indians, and adventure, and magic. It was about the camp fire that we first got acquainted with Johnnie and the magic feather that has been

such a friend to us at all times. He has taken us from the innermost parts of the earth to the moon and he always gets us safely home again.

And as the boys sat breathless, listening to the tales of adventure, I could, in fancy, see on the outside of the circle, just where the shadow

of the crowded city and see the throngs of boys and girls, it seems to me that I am looking out across a great sea and that reaching out of the waters I can see multitudes of little arms and the little hands are waving a signal for me to reach out and help them up and out.

And when I hear about some bad, bad boy who they say, ought to be in the reform school, I wonder if maybe he isn't soul-starved for the things that to him at least are the only things worth while.

ENOUGH TO EAT. PURE AIR TO BREATHE. OPEN PLACES TO PLAY. AND SOME ONE TO UNDERSTAND HIM.

Note—Maurice E. Levit is superintendent of Fifth Street Temple, in Philadelphia, Pa., a social settlement enterprise conducted under the auspices of the Methodist church on non-sectarian lines. Prior to going to Philadelphia, Mr. Levit was located in Sioux City, Iowa, for eight years. In Sioux City he built up the Wall Street Mission & Social Settlement, with which some of the Sioux City Rotarians were identified. His work in Sioux City was universally commended and the institution which he fathered is considered today



"Everything that a hungry family could want was in that load"

from the firelight began, a little eager-eyed, soul-hungry runaway lad.

And as I looked the years slipped away and that lad became me. And as the story would draw to a close and the boys would arise, preparatory to going to their bunks, I would come to myself with a start. And at night when all the little lads were safely asleep I would drop on my knees and thank my God that another dream had been permitted to come true.

Soul Hungry—Not Bad

And, when I walk up and down the streets

among the very best of its kind; he had the support of business men generally, regardless of denomination or church affiliation, and his work appealed to all classes. A Sioux City Rotarian says that he was "easily the most valuable citizen in Sioux City during the period of his work here." As a recognition of his community service and out of a wholesome personal regard for him, the Sioux City Rotary Club established a precedent, just prior to his departure for Philadelphia, by unanimously electing him an honorary member, by secret ballot.

The Making of a Friend

By Edgar A. Guest, Detroit Rotarian

WE nodded as we passed each day
And smiled and went along our way;
I knew his name, and he knew mine,
But neither of us made a sign
That we possessed a common tie;
We barely spoke as we passed by.

How fine he was I never guessed.
The splendid soul within his breast
I never saw. From me was hid
The manly kindly deeds he did.
His gentle ways I didn't know
Or I'd have claimed him long ago.

Then trouble came to me one day
And he was first to come and say
The cheering words I longed to hear.
He offered help, and standing near
I felt our lives in sorrow blend,
My neighbor had become my friend.

How many smiles from day to day
I've missed along my narrow way;
How many kindly words I've lost,
What joy has my indifference cost!
This glorious friend that now I know,
Would have been friendly years ago.

The bud but very little shows
To tell the beauty of the rose,
And him we greet in passing by
With scarce a nod, the day we sigh
May blossom as the storms descend
With all the beauty of a friend.

A Sail at Atlantic City

Like the One You Can Have During
the Rotary Convention in June

"I T'S some day, Harry. How about a sail? I saw an advertisement the other day which stated that sailing yachts go out every day."

"I'm game. It suits me to a T. In fact you couldn't propose anything which would suit me better. I'm crazy abouts boats, you know, and the ocean always attracts me. Let's hurry up and get into our clothes and tackle that breakfast bill of fare."

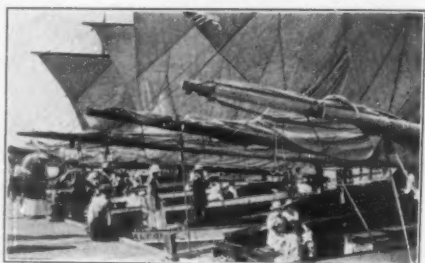
"They sure serve the dandy food here. These hotels at Atlantic City beat anything I've ever run up against. And by the time you have walked up and down that Boardwalk you have a man-sized appetite. My waitress knows me now and brings me everything on the bill of fare but the name at the top and date."

"Well, I feel better. How about you? Weren't those ham and eggs delicious? And those rolls! As crisp as could be desired on the outside, and yet deliciously soft on the inside. And that coffee was fit for the gods."

"The advertisement said 'Take a trolley marked INLET and get off at the end of the line.' That's simple enough. All we have to do is get on the car and wait until they throw us off. Here's one now."

"Guess these are the boats, drawn up at the dock. Let's look them all over before we decide on one."

"Aren't they the beauties! They're fitted out like private yachts. Every one of them has nice, warm robes in case it gets cool toward evening. And the upholstery is equal to that of any Pullman car."



Waiting for Passengers

"Harry, I don't know how we are going to decide here. As far as I can see one boat is as good as another. Altho they vary in size, I can see that the small boat has some advantages over the larger one, and, on the other hand, the larger boat has some advantages over the smaller one. I guess the only way to decide the thing is to toss up a coin. Here goes. Heads it's the large boat, and tails it's the small one."

"That's a great stunt—having a motor in a sail boat. Instead of being obliged to tack out of this narrow Inlet, did you notice that the captain started his motor just as soon as he



On the Bounding Billows

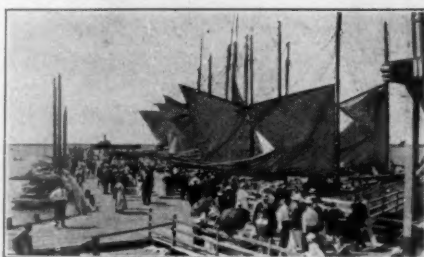
was ready to pull out? And here we are, slipping along at a lively clip, irrespective of the wind. Isn't it great?"

"What's that big building over there on the right? The sign on the roof says 'Curtiss Flying Station.' Oh, I know, that's where they take you up in an airplane. That certainly must be great sport."

"Look over there on the left. See the waves breaking over the bar. And the sunlight on the spray! Could anything be more beautiful? Atlantic City is the yachtsman's paradise."

"Notice how the Boardwalk makes a sharp turn to the right, here. And then it runs as straight as an arrow as far as we can see. I read in the paper the other day that the Boardwalk is over seven miles long, and that it extends to Longport, at the other end of Absecon Island. Some walk, that!"

"I have seen pictures of New York's skyline, and heard people praise it. Say, Atlantic City



All Aboard for a Sail

has it beaten to a standstill. Just look at that for a picture. Could any composition be more ideal? The long piers jutting out from the Boardwalk, the beach dotted with happy bathers, the Boardwalk with its throngs, the magnificent hotels. And behind it all a beautiful blue sky flecked with clouds. In my opinion nothing could be more beautiful."

"See how this boat takes the waves. She rides them like a cork. I noticed when I first saw these boats that everyone of them is good and beamy. And in talking with one of the captains he said that practically every boat in service at the Inlet was made especially for this work. He said that the comfort of the passengers was the one thing above all others which was considered in their design and construction."

"Say, Captain, why do you keep your motor going now? I can easily understand how you kept it going coming out of the Inlet, but I notice that it is still going slowly. And yet you have full sail on. I'll acknowledge I can't hear the motor or feel it, but by looking down into the boat I can see that the motor is revolving."

"Oh, that's the scheme, is it? In other words, with the motor going you can go in any direction you chose, and use the sails to help you along and at the same time steady the boat. Well, that certainly is a great idea. I wondered why the boat was so steady, and rocked so little. And yet there is quite a sea running. I can easily understand that if you got in the trough of the sea with nothing but a sail there would be quite



A Close-Up of the Boats

a little motion, and some people would object to it. By keeping your motor going you can go across the seas, and by keeping your sail up you get the steadying effect of the sail. That is certainly a great idea."

"Is that a bell buoy, Captain? I thought I heard it. How far is that from shore? Five miles? You don't mean to say that we have come that far already, and that we are five miles from the Boardwalk? It certainly doesn't look it. What wonderfully clear air you have here. Why, to me, the hotels and Boardwalk do not look over a mile away."

"This sure is the life. Every time I come to Atlantic City hereafter, it's a sail from the Inlet for me."

Rotary Anniversary Ode

By William Hardy Alexander

I

HERE, brothers, weld we tonight
At the forge of the smithy of Time
Link the fifteenth, shapely, bright,
Of the chain of the years
With their hopes and their fears,
Their smiles and their tears,
Running back to the moment sublime
In the City of Winds, when appears
Tiny the seed of a thought
Destined to grow and expand
Afar over ocean and land
Where'er man hath wrought,—
Idea of friendship and gain
Discovered in service, with bane
Of the narrow and selfish forgot.

II

Gathered together those four
Simple of purpose and view,
Guessing not what stretched before
In the tide of advance
With its change and its chance
And its maze and its dance
Of events, and so seeking no more

Than fraternal good-will and the glance
Shining through conscienceless greed
Of profiting most serving best
Of finding a joy and a zest
Whatever life ask,
Through putting the whole of the man,
Into the vision, the plan,
Not seeking some easier task.

III

Therefore, because they kept whole
That which had sprung as a Thought
Out of the depths of a soul
In a moment of fire
Such as burn and inspire
And lift high and still higher,
And strove not nor selfishly sought
On their vision resplendent a spire
Of a fabric of fame and of power,
From far and from near men arose
And joined them with gladness to
those
Who called ROTARY forth,
In humble and tentative mood

To find by slow process the good
It enfolded, and all of its worth.

IV

Thus in the brief-measured space
Of fifteen short years, see the WHEEL
Grown by soul-magic apace
To a dozen, a score,
Then a hundred and more,
Then a thousand by four
And by forty times swelled, till we feel
Rising the surge of the shore
Of a company vast, living, real,
From men of each kindred and race
Striving to work in their place
With ROTARY zeal
For a world of goodwill and of peace
For resistless and boundless increase
Of our brother man's weal.

—Written by Rotarian Prof. W. H. Alexander
of Alberta University for the Fifteenth Anni-
versary week celebration of the Edmonton, Al-
berta, Rotary Club.

All-Rotary Week

By Emerson Gause

Department of Publicity and Education

“ALL Rotary Week will mark the greatest stride forward in the history of Rotary.”

“That the public has a better understanding of Rotary is beyond question.”

“We are glad International Rotary has undertaken this publicity campaign. Rotary has nothing to lose and everything to gain by the public knowing all about it.”

Such are the comments being received from many sources on the All-Rotary Week celebration of Rotary's Fifteenth Anniversary and the first effort on the part of Rotary to acquaint the public with its ideals.

Thru an intensive publicity and educational campaign the public has gained a clearer conception of the meaning and purpose of Rotary.

Rotarians, themselves, now have a better appreciation of the breadth and scope of Rotary. No Rotarian could have taken part in the inspiring “anniversary meeting” of his club without having a new idea of the world-wide influence of Rotary.

The Press Responds

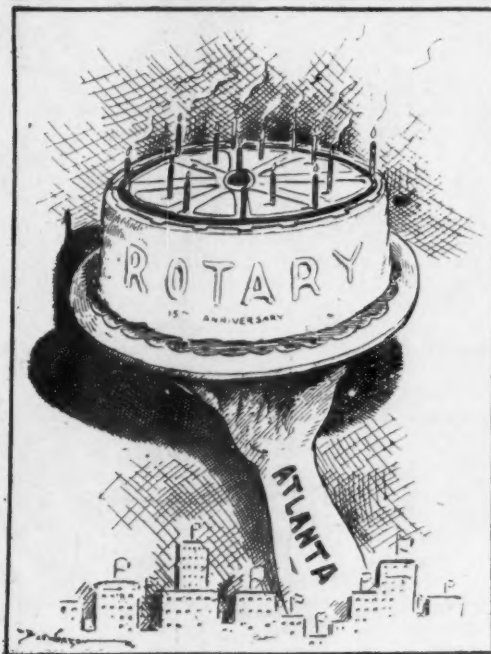
More than forty thousand column inches of newspaper advertising, newspaper stories and articles, editorials, and cartoons have been received at Headquarters.

In addition to the page advertisements telling the story of Rotary, window displays were used as well as posters and stickers in order to tell the story and create interest.

The newspaper publicity received equals more than four times the amount of newspaper publicity received in a recent national campaign conducted in the United States by a large welfare organization in co-operation with the United States government.

More than twenty newspapers issued special Rotary editions of from eight to thirty-two pages

CONGRATULATIONS AND BEST WISHES



(From the Atlanta (Ga.) Journal.)

in which their columns were given over exclusively to Rotary's Anniversary celebration.

Rotary Church Services

Religious services were held in the churches on Sunday, February 22, where “Rotary Sermons” were preached. “Service” or “He Profits Most Who Serves Best” was generally chosen as the text. In many instances members of the Rotary Clubs and their families and friends were invited as guests of the church with sections reserved for them. Special singing, instrumental music by Rotarians or members of their families,

and responsive readings of the eleven articles of the Rotary Code of Ethics, were some of the special features. Thru these services the church-going public has a better understanding of Rotary and a more cordial relationship has been formed between the clubs and the religious organizations. Rotary has also set a good example—Go to Church.

Rotary Anniversary Meetings

Inspiring Anniversary meetings were held by practically every Rotary Club in the United States and Canada. Through the medium of special addresses, stunts, and singing, emphasis was given to the origin of Rotary and its growth during the past fifteen years and Rotary members were made more familiar with the present scope of the work of the International Association of Rotary Clubs.

A large number of clubs, with meeting dates on days other than Monday of Rotary Week, changed their meetings to Monday noon or Monday evening, February 23, the Fifteenth Anniversary of the birth of Rotary and the founding of the first club in Chicago.

At Chicago—the shrine of Rotary—a wonderfully inspiring meeting was held with Paul P. Harris, the founder of Rotary, acting as presiding officer and J. R. Perkins, one of the authors of the Rotary Code of Ethics, as the principal speaker. Twelve of the fourteen past presidents of the club were seated at the speakers' table. Messages were read from the two past presidents who were unable to be present.

Several clubs chose as their goals an Anniversary meeting at which they would have a one hundred per cent attendance. This feat is almost next to impossible especially in the clubs with the larger memberships. However, Rotary clubs have set a new pace for business organizations with their hundred per cent meetings. Us-

The Big Idea Back of Selling

By E. E. Humphrey



E. E. Humphrey

TO SERVE and not to sell is the big idea back of the present day business. Or if we sell—to sell ideas instead of merchandise. Ideas spell service. The time has past when we could go into a man's store and sell him a case of soap, a car of flour, etc., and let our transaction terminate there. Competition is too keen and the firms who are still doing this are gradually finding themselves crowded out.

Take the soap salesman. He must be backt by a service that not only furnishes the goods as wanted, but he must be backt by a service that actually sells the goods for the merchant. His job is not done when his sale is made—it is just beginning. He must sell the idea of the big business that will follow the stocking of his goods. He must sell the idea of the attractive package adding to the looks of the store and giving prestige to the merchant as a man who handles quality goods. He must sell the idea of display features that are furnisht with his goods. He must sell the idea of the merchant linking up his store with the national advertising that is being done.

And here you have the big idea back of present day business, in a nut-shell. Help a man to increase his business and solve his problems and he will listen to your story. But the average manufacturer, jobber, and wholesaler cannot do the greatest amount of service, alone—he cannot develop the service idea to its highest point. There is a limit. He may see the big thing he could do, might have the big idea but be limited in carrying it thru.

An Organization to Help

For years, St. Joseph, Mo., because of its location of vantage at the gateway of the West, thru which started the Pony Express and Overland Stage, etc., has been the logical point of supply for the Great West and Middle West. But the time came when a few minds who had the vision of the big idea back of selling wanted to reach out and help those who had been depending upon them for their source of supply. Born of this desire to give the utmost of service to their trade, the St. Joseph wholesalers and manufacturers conceived the idea of a cooperative service that would give the maximum of help to the friends of this market.

The St. Joseph Service Bureau was founded three years ago—a cooperative plan of service for the retailer, and backt by the wholesalers and manufacturers of the city. It was to be a sort of clearing house for better business ideas. Following this plan and better to help the merchants buying in this market, a magazine—*The St. Joseph Service Bureau Bulletin*—was and still is publisht monthly.

To the Bureau could come, indeed they were urged to come, merchants with any problems' confronting them. There were no strings to the proposition. The service was given free, and being a separate institution the merchants did not feel that just because they did not purchase most of their goods from the local jobbers they could not avail themselves of this help. As a mattter of fact, the question of from whom they buy is only brought in so that the firms supporting the work can keep in touch in a measure with actual working of the Bureau.

Getting down to a dollar and cents basis, it is hard to estimate the returns of the Bureau's work, both to the retailer and the wholesaler. We do know, however, that we have saved in single instances on sales for merchants, between \$600 and \$700. We know we have battered down unfair competition—that whole towns have taken a new lease on life thru cooperative work among the retailers of the town with whom we have had the pleasure of working.

What Service Covers

The help given has covered the following:

General Advertising and Merchandising Help—Writing Advertisements, Criticizing Advertising, Preparation of Store Papers, How to Collect Bad Debts, Making of Mailing Lists, Store Arrangements, Tow to Get Farmers' Trade, Store Equipment, etc.

Confidential Service Reports—A complete study of merchant's cost and sales figures and suggestions whereby leaks are uncovered and correctives devised whereby a merchant should and could make more from his investment.

Circular Letters—Invitation, Sales Letters and in fact every imaginable kind of letter has been written. No stock letters are furnisht. All letters written for merchants are written for their individual cases.

Newspaper Advertising—All kinds of advertisements from the small want ad to the double page newspaper spreads have been written and lay-outs sent so they could be properly set up by the local printer.

Special Sales—Every step in the planning of a big sale is covered in such service, including the advertisement, suggestions for display, special stunts, etc.

Credit to Cash—A very large number of calls have been answered where merchants wanted to change their method of doing business from credit to cash but did not understand how to proceed.

Community Development

Card Writing and Window Trimming—Show cards have been planned and in some cases written for the merchant. Window trimming suggestions have been frequent and in some extreme cases, the Bureau sent a special man to the customer's store to make suggestions along this line. In connection with this work, designs and illustrations are oftentimes, sent which will show the merchant just how to decorate his windows.

Mail Order Competition—This great bug-bear of many small town merchants has been over-

come in many cases by well planned advertising.

Community Development—This work has included suggestions and help in the formation of Community Clubs, what Community Clubs could do to keep and hold the interest of its members and plans whereby the Community Club could increase the business of the merchants of the town.

It is a very noticeable fact that since the government has made it necessary for the average merchant to more thoroly understand his business, the confidential service reports, questions of turn-over, what it should cost to do business and like problems are gradually beginning to lessen and are giving way to a greater number of calls on "How can I increase my business?"

To show how the merchants very soon begin to turn to us for things entirely outside of the Bureau's line, there has been two calls within the past month for advice as to the best business course that could be studied by mail. One merchant too, within the past month, wanted advice about investing in a new concern that was figuring on starting a factory in his town and which they wanted the business people of the town to finance.

Repeat Calls Prove Value

But after all, the proof of merit is in returns and in the repeat calls. There are many merchants who are continually coming to us for advice and there are numberless letters in our files that show of single instances where we have been able to be of great assistance.

And why not? The average store in the smaller town is not in position to keep in their employ men who have specialized in the business of sales promotion in its various stages. Price would be prohibitive if it would be possible for them to obtain these men. The Bureau offers to such a merchant the same help that the large city stores have, and without cost to him.

One merchant in a city in Washington, and that is quite a ways from home, writes:

"I don't know what I would do without the Service Bureau. It seems that whenever I need help I call on you. The Style Show you helped me with was a great success. I now want help with a Store Paper."

This is one of our repeat customers. There is scarcely a month passes but what we have some request coming from him for service.

Another merchant who had asked us for help in fighting a farmers' store using questionable methods in selling stock and handling of farmers' trade, reported that the competitive store had closed its doors and he gave all of the credit to the advertising help we had given him.

The thing that made St. Joseph one of the big jobbing centers of the United States, might have been, principally, one of location. This position of pre-eminence was forced upon her, some people say, but be that as it may, the thing that has kept her there is the vision that prompted the inception of this big cooperative service to help merchants help themselves—that is what has and will hold that place.

Note—E. E. Humphrey, Plan Director of the St. Joseph, Mo., Service Bureau, is a member of the Rotary Club of St. Joseph.



ROTARIAN

Applied Principles

IN the sight of God all men are born equal and deep in the heart of each He has implanted principles as ineradicable as the human desire for happiness. These principles were engraved with a Divine simplicity upon the stone tablets of the Ten Commandments. Jesus Christ exprest them tersely in His command to love God with all the power of one's being and to love one's neighbor as oneself. Rotary has applied them to modern life in the brief motto—"Service above Self:" that is to say, a good servant is better than a selfish master. This is a thought to consider in anticipating the moment when one must give an account of one's service on this planet to that omnipotent Servant who poised the constellations and to Whom the illimitable vasts of interstellar space are no greater than the content of an eggshell.

* * *

Patriotism

WHEN the matter of teaching patriotism arises, the first question that presents itself to an intelligent listener is, "What is patriotism?" Patriotism in the true sense implies obligation on the part of Government for the enactment of just laws and an obligation on the people to serve Government faithfully by implicit and explicit obedience to such laws. The ideal involved in Patriotism is Justice, which is a simple word but a very great thing. The citizen who puts selfishness above Law; who sacrifices his neighbor's welfare to his own aggrandizement is legally and morally both unjust and unpatriotic. A law which does an injustice to any man is an unjust and unpatriotic law. The ideal training in patriotism is to bring up our boys and girls in the love of those high ideals of justice which make it impossible for one who recognizes them either to practice injustice legally or otherwise, or to disobey the laws which Government has legally enacted. Combine the above with the spirit of industry, mix well in the mortar of service with the pestle of honorable ambition and the result will be true patriotism, a power for good for all time.

* * *

Responsibility

THE chief of a modern industry is a man whose reward in wealth is great; but his responsibilities are greater. He stands on a pedestal in the light, a cynosure for thousands of eyes. If he is morally the man for the place, he will be an inspiration to all those thousands: if he is not, hundreds will follow his example, others will turn from him in disgust and still others, the trouble-makers, point to him and say, "Behold what wealth and position do. Let us rebel against this order of things." Corruption invariably comes from above; rebellion from below. It is the mission of Rotary to promote a spirit of unselfish service and clean living in every walk of life so that "every valley shall be filled and every mountain shall be brought low" to a common level of human fellowship for the greater good of all.

The Official Emblem

FOR many years the Rotary Emblem has been understood to be a wheel with cogs. Various clubs, or divisions, have designed and used such wheels as seemed to comply with the symbolism of the wheel in Rotary. As the result of this we have in use many variations of the Rotary wheel. One of the varieties has now been designated as the Official Design. This was published in the January Issue of *The Rotarian*. Altho we now know which is the standard design a variety of approximately correct designs will continue in use for a long time to come—until stationery is exhausted or printing plates are worn out or flags become tattered and torn. For sometime to come, even at Headquarters, it will be impossible to use only the standard design but gradually, and in the course of time, every use of the emblem, in *The Rotarian*, or other printed matter, or as jewelry, etc., will be brought into conformity with the standard design.

* * *

A Sense of Humor

IT has been said that the fundamental reason why the German Empire was defeated in the world war was because the Prussians lackt a sense of humor. It is true, too, that one finds it difficult to imagine a spike-helmeted Kaiserist with any notion of those delicate nuances of life which are the elements of humorous thought. England has the longest line of classic authors of humor in the world. American humor lived and sparkled among the New Yorkers, the Virginians, the Marylanders and others in Colonial days to whose warm-hearted States came the laughter-loving, thoroly human elements of the early English migration to these shores. The Scot possesses a humor distinctly, uniquely and originally his own. The Irishman weeps for Erin, ending the tale with an anecdote and a shout of Homeric laughter. In "the glory that was Greece and the splendor that was Rome" laughter shines like veins of gold in marble. The Italians are laughter-lovers, so are the sons of France. There is no place in the sun for the long-faced. The only difference in species between men and the other warm-blooded animals is that man can think and laugh. In the genius of a great people there must be a sense of humor.

* * *

Opinions vs. Ideas

IT is possible for a man to have opinions and yet lack ideas. An idea springs from truth and implies a certain conception of truth; an opinion may be minus all semblance of truthful foundation. The man of ideas is tolerant—because he realizes the universality of truth; the opinionated man is very likely to be intolerant of the opinions or ideas of others. An idea has vitality; an opinion frequently consists of sound, and has the permanency of sound.

EDITORIALS



Mahometan Resolutions

MAHOMET resolved to make a mountain come to him; but Mahomet attempted too much. He could move nations and demolish an empire; but he could not budge a mountain. So Mahomet, being a wise man in his day and generation, gave up his resolution. This year in June, International Rotary will meet at Atlantic City in Convention and policies will be formulated for the coming year. These policies will be presented as resolutions. If the delegates who vote for a resolution are willing to return home and see that their clubs take action upon it then it will be effective. Otherwise it will be as sounding brass and a tinkling cymbal. One resolution put into effect is worth a hundred merely adopted.

* * *

Spain,

Mother of the Americas

A SPANISH Queen pawned her jewels in order that America, a place of refuge for the oppressed of all lands, might be given to the world. It was in a Spanish port that Christopher Columbus, the Genoese navigator, fitted out his ships, and it was the standard of Castile and Leon which was planted on the first American land upon which Europeans stepped and dedicated to Christian civilization.

About one hundred and thirty years ago, Spain which for three centuries had been the greatest military and maritime power in Europe, fell from her proud eminence, thereafter gradually losing her vast dominions in the Western Hemisphere.

Americans acquainted with the true wonder-story of Spain's heroism in seven hundred years of steady warfare to save Western Christendom from Islam, followed by her Christianizing of the Americas from St. Augustine to San Francisco and from Colorado to Tierra Del Fuego, congratulate the Mother of the Americas that again she has risen to the position of one of the first of the Powers in wealth and is attaining again her ancient strength founded on a sturdy people and a culture old as Carthage, refined through nineteen hundred years of Christian thought.

* * *

Pharaoh's Locusts This Year

ONE of the most interesting insects in the world will visit the United States this year in enormous numbers. It is commonly known as the seventeen-year locust

and is believed to be the same insect which came to torment Pharaoh and his land during the captivity of the Israelites in Egypt. It is not really a grasshopper or a locust, and it doesn't always make its appearance in seventeen-year cycles; sometimes it comes every thirteen years. The seventeen-year tribe and the thirteen-year tribe are coming together in 1920. Bugologists call it the periodical cicada. Agricultural authorities insist that it is of little danger, except to young fruit trees, the injury to older trees being merely temporary. Fear aroused by the presence of the insect in great numbers is said to be entirely out of proportion to the real damage likely to be done. Fear often endows a thing with much greater power than it really possesses.

* * *

Blunting the Better Instincts

"EASY MONEY" is an instrument which blunts the better instincts of a man. The love of it is an enemy to the spirit of truth and the promoter of skepticism regarding virtue. Every one is permitted, by the most rigid ethical rules, to seek wealth with the energies at

his command. No man is permitted, by any ethical rule, to forget principles in his pursuit of wealth.

Our blessing is greater when we are endowed with integrity of character, than when we have riches.

Sincerity is fundamental in a successful man who would be happy; but sincerity is in danger from the effort to secure "easy money."

The talents a man possesses should be shared with others, exploited for the good of all, and not for purely selfish aims. Trying to make "easy money" is a poor school in which to learn how to share with others.

Happiness demands that it be shared, or it shrivels up and dies. Happiness does not thrive in an atmosphere where the better instincts are blunted by selfishness.

* * *

The City

WHEN great numbers of people are gathered together in a municipality, evils increase and the spiritual elements of life are in danger. Our cities have begotten the blessing of tolerance, it is true; but they have also brought forth its twin, indifference; and behold!—the unchurched millions. This situation presents a dilemma that is not altogether pleasant—are a people at peace in an all-embracing tolerant materialism as vital a force in the carrying on of great ideals as were the mighty Dead in their day who had definite principles and fought for them?

The Debts of a Rotarian

ROTARY is the expression of man's belief—

1. In himself and the ideals he hopes to achieve;
2. In the worthiness of his occupation, and in his duty to widen its sphere of usefulness;
3. In the duty he owes to his own craft;
4. In the duty he owes to his home and to his town, state or province and country.

These beliefs inspire and direct the various activities of Rotary. Activities which pertain to the betterment of the individual member and his business, constitute all of "Fundamental Rotary." The responsibility for accomplishing these two betterments is placed on the club officers.

The other club activities arise as a sequence to well-done fundamental Rotary, and are distinguished as *Applied Rotary*. This article has to do with *Applied Rotary* or, as one might say, *Rotary at work*. The responsibility for the betterment to be accomplished by *Applied Rotary* is placed on the members individually.

Duties and Responsibilities of the Member to His Own Craft or Profession

ROTARIANS are representatives from Rotary to their several lines of business, and not representatives from their respective lines to Rotary. Under this interpretation, each member is delegated by Rotary as a representative of its principles and ideals—a messenger—to carry its spirit of altruism and its standards of business practice to his fellow craftsmen. Likewise the Rotarian should feel a responsibility as Rotary's representative to work toward putting an end to low ideals

or questionable practices in his craft or profession.

No Rotarian can be a forceful teacher of Rotary ethics who does not practice its principles in his daily life. There is one point which is suggested in the Rotary Code of Ethics, but is not sufficiently emphasized, namely: Personal and business credit.

The day that a man is admitted to Rotary there is extended to him a credit account by many Rotarians. In accepting this convenience and expression of trust the new member places himself under obligation to pay promptly personal and business accounts resulting therefrom.

Personal and business credit, both within and without Rotary, is emphasized at this point because Rotarians must be men who pay their accounts promptly if they wish to reflect credit upon Rotary and if they expect their craft or profession to have confidence in the high business standards which they present for the consideration of their fellow craftsmen.

Rotarians must be safe men with whom to do business—not alone from the *service standpoint*, which is a recognized reputation for conducting business in a prompt and efficient manner; not alone from the *quality standpoint*, which vouchsafes an honest product truthfully represented; not alone from the *standpoint of honor*, which is a reputation for fair and honorable business dealings, *but* Rotarians must also be men whose *credit standing is unquestioned*. To measure up to the standard of true Rotary is to be representative of the best that there is in business life.



Changing Business Standards

RECENTLY the business world has felt a great wave of public sentiment demanding a more exacting and more sensitive business conscience. As a consequence, business men have come to accept the doctrine of Social Service which teaches that the real function of all business, great and small, is serving mankind. This revolution in business has also taught the wholesome lesson that morality and business must mix. The development of a quickened business conscience is illustrated by the following current expressions: "Treat the confiding and keen buyer alike"; "Truth and Service are the handmaidens of business success"; "Competition as a cardinal business principle has been succeeded by cooperation"; "Let the seller beware," succeeds the old rule of "Let the buyer beware." The sentiments expressed in these forerunners of standards of practice indicate a pronounced change in the attitude of business men toward the public and toward each other.

The present need for standards of practice for all lines of business becomes apparent when one notices the transition from the written contract to word-of-mouth business dealings. The telephone is largely responsible for this change, but continuance of the practice will depend on the maintenance of high and honorable business standards, particularly in dealings which are not confirmed by written evidence.

The first formal work of writing codes of correct practices in the United States was undertaken by the Associated Advertising Clubs. This national effort inspired certain local businesses such as the Cleveland Real Estate Board, etc., to do likewise. While it is apparent that the work of preparing standards of practice is the special province of the national, provincial

or state organizations of the various businesses or professions, experience has shown that these bodies are slow to act on such matters. It is here that Rotary can perform a service, and it is the duty of Rotarians as well as their privilege to do pioneer work in the preparation of codes of ethics. Each craft or professional section at the annual convention should formulate a code of correct practices. The result of such work would likely be acceptable to many national and state organizations as a foundation on which to build, even tho it were not acceptable to them as a last word.

Craft or professional codes should include the following:

1. General rules of practice which apply equally well to all trades or professions.
2. A definition covering the qualifications of those eligible to membership in the craft or profession.
3. Statements covering relations between members.
4. Statements covering relations with the purchasing public.
5. Rules covering the making and executing of contracts with special reference to specifications.
6. Discouragement of practices which are reprehensible.

As each Rotarian is an ambassador from Rotary to his craft or profession, it is his duty to belong to the local, state, or provincial and national organizations of such craft or profession. Rotarians should be active in the deliberations of these bodies—

First—Leading or supporting the thoughts of those present to high ideals in business morality.

Second—Stimulating service to their fellowmen.



Third—Increasing the efficiency of the craft by encouraging the exchange of ideas and business methods.

Fourth—Endeavoring to elevate the standing of the craft.

Fifth—Cooperating with their fellow craftsmen for the benefit of each and all.

Duties and Responsibilities of the Member to Society

EDUCATE a man in the principles and practices of Rotary and he will want to do something toward paying the debt of service which he owes society.

Since the Rotarian is first educated and then expected to show results of such education, in his personal improvement and his activity for others, it is difficult to justify honorary memberships in Rotary, particularly for those who are not residents or who are only occasional residents of the city where honorary membership is to be conferred, or for persons limelighted in official positions for a limited time.

Any person who cannot be a regular attendant, and who cannot be active in Rotary, lacks two primal requisites essential to a Rotarian. Honorary membership in Rotary is inconsistent with Rotary's basic principles and diminishes the value of active membership in Rotary. The membership committee's tight rein on the admission of new members is rendered futile if there is a broad highway of preference for the admission of honorary members.

Society begins in the home with the family relations, and enlarges until it embraces the town, state or province, country and world.

As Rotary inspires a man to do something for others there is no better place for him to begin his work than in the home. A man to be a good Rotarian, if blest with a family, must be true to his wife and chil-

dren. If unmarried, his duty to his mother should impel him to live the ideal manhood she has dreamed for him. The overtones of human happiness which result from brotherhood heretofore have existed only in the family. Rotary seeks to extend this brotherhood to the business world. Brotherhood cannot be spread by an unfaithful husband or a *roue* bachelor.

The duty and responsibility of Rotarians to their town, state or province and country is briefly put in the injunction, "Be a good citizen."

Local patriotism grows with the increase of knowledge about one's surroundings, and, therefore, the club provides the member with knowledge (a) of the geography of his town; (b) the community's life; (c) its industrial activities; (d) coastwise and foreign commerce; (e) transit questions, freight and passenger; (f) parks and boulevards; (g) comprehensive plannings; (h) the municipal departments of the city—fire, police, health and public works; (i) and the history of the city.

A Rotarian should have an adequate knowledge of his city, a lively interest in its welfare, and a love for its life and history. The citizen's zeal for his town is best shown in his work as a member of charitable, philanthropic, civic or other organizations. Rotarians should be more than payers of dues in these organizations. While the patriotism of the check book is not despised by the various organizations concerned in the public welfare, there is still greater value in personal service-work offered in addition to dues.

"Rotary's province" is to train its members to be better citizens, better members of the trade and commercial bodies and more loyal to their respective cities and countries. The manifestation of the Rotarian's interest in civics should be shown



in his work as an individual and as a part of the various commercial and civic bodies, rather than in concerted action in the name of the Rotary club. It too often happens that a Rotarian's personal interest in matters local or general so direct his activity that he forgets these principles.

As regards the local issues, the utmost care should be exercised, and it is not good to rush into civic affairs with hasty resolution. The giving to the public thru the press or otherwise of half-considered resolutions frequently works serious injury to worthy causes and even more frequently creates public sentiment in favor of causes which are without merit.

No subject on which the respective political parties have taken sides should be taken up by any club.

There are few topics of a civic character on which citizens of a community are not divided in their views. Naturally, the same diversity of views exists in the club.

The fact that a member reaches a conclusion that a particular topic or movement is non-partisan does not necessarily establish the fact. The influence of home, education, association, etc., have a tendency to predetermine our views. The question discussed may be ever so far removed from politics in the eyes of those interested, but if the public considers the question political, Rotary's reputation as a non-partisan business parliament will be impugned.

All subjects which the members bring before the club should be presented to the appropriate committee and the board of directors for consideration. If, after such consideration the board of directors decide that the topic is a proper one for club action, it should be presented to the members at the next business meeting.

Each club should be permitted to take such action as it may deem advisable in relation to fire prevention, educational work, conservation of streams and forests and similar public welfare questions.

With regard to the indorsement and promotion of projects which are of wide or general interest, it is necessary to consider such matters with regard to the effect which such action may have on Rotary in general, the International Association or some other Rotary club or clubs. Some topics have been taken up in the clubs which have proven embarrassing to Rotary in general and to the International Association in particular. Many of the communications sent out by clubs have not been thought out, nor have their far-reaching effects been considered.

It is clear that an International Association cannot concern itself with any question which is distinctly national or sectional.

As to the concern of individual clubs in local, sectional or national matters, a Rotary club should not promote a cause of more than local interest without first having assurances of approval from all the other clubs within the district affected by the same. The practice of one club calling upon other clubs to pass resolutions upon a sectional matter, and sometimes upon a purely local topic, often leads to misunderstandings between clubs.

* * *

Only the small duties of Rotary can render our Rotary wheel perfect and symmetrical.

* * *

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The Evergreen Highway

By J. Reginald Davison

ROTARIANS of the Pacific Coast are tremendously interested in the threading together of the motor roads of America following the sea coasts into one continuous route to be known as The Evergreen Highway.

We want to be able to get by motor, during every month of the year, from any part of Canada and the United States to any other part of the United States and Canada, and are making every effort to get all other Rotarians as interested in the plan as are we.

In fact, we of the Pacific Coast are more than merely interested, for already, we have accomplished our part of the plan and have all-the-year-round motor roads link up and in good travelling condition from the boundary of Mexico to British Columbia and further North to Vancouver where the road loops south again, thru Vancouver Island, to the State of Washington, completing 500 miles of wonderful scenic beauty known locally as The Georgian Circuit.

This part of the Highway was finished and in use long before the War in Europe was thought of by North Americans, but when the War had begun The Council of National Defence started the Evergreen Highway ball rolling on the Atlantic side of the continent. That was in 1917, just after the United States entered into the War. Men well versed in public matters were apprehensive as to what might happen to Uncle Sam's part of North America if actual warfare were to come this way, so the Council of National Defence sent to all State Executives an urgent appeal for them to have all motor roads kept in good order and link together so that they could be used in case of military necessity.

Marginal Highway System

Following this order from the Council of National Defence, the American Automobile Association, at its annual meeting in 1917, advocated an early construction of a system of marginal highways near and approximately parallel to the North, South, East and West boundaries of the United States, and the improvement of the main radial roads intersecting such marginal highways; and also past resolutions urging the promotion of construction of an all-year-round-route to the Pacific Coast.

The press took up the question, and wrote strongly and lengthily upon it, especially *The Motor Age* whose articles were most splendidly to the point. Before the resolution had been past by the American Automobile Association, and, probably quite unknown to that Association, there had been a meeting at Pasco, in the State of Washington, of the Interstate Highway Association, formed by representatives of Commercial



"The Lions," the guardians of Vancouver, B. C.; altitude, 5,800 feet. A wonderful sight along the Evergreen Highway. Photo by Leonard Frank. Copyrighted 1919.

Clubs and good roads organizations from those parts of Montana, Idaho, and Washington most vitally interested in the completion of highways properly connecting the road systems of those three states. The constitution adopted declared the purpose of the Association to be "The promotion of construction of an all-year-round-route to the Pacific Coast."

The United States entered the War, and the Interstate Highway Association of Montana, Idaho, and Washington incorporated an association for the purpose of expanding their original ideas into a plan of action and propaganda to be national in extent, and this expanded Association to be known as "The Evergreen Highway Association."

Thus the plans of the Council of National Defence, the object of the American Automobile Association, the ideas of the writers in the public press and the decision of the Interstate Highway Association were gathered together and moulded into the Evergreen Highway Association.



"The Tall Timbers" along the Evergreen Highway in British Columbia. Photo by Canadian Photo Co.

The policy of The Evergreen Highway Association is not to construct an Evergreen Highway where no highway was before, but to use the different motor roads already built, have them connected with equally good roads so that there will be one continuous chain of open-roadway - communication between North, South, East and West during three hundred and sixty-five days of the year. No roads already established are to change their names, but all are to be a part of The Evergreen Highway.

Work on Pacific Coast Lines

Just what has been done on the Atlantic side, since the signing of the Armistice, about the promotion of The Evergreen Highway, I do not know, but, on the Pacific Coast we are going strongly ahead with the idea of linking the continent together with all-the-year-round passable roads.

There was a special meeting of the Board of Trustees of The Evergreen National Highway Association held in Tacoma, Washington, 19th October, 1919, in conjunction with the Trustees of the Pacific Northwest Tourist Association. A map had been published, and was distributed, showing the proposed route of the Highway from Vancouver, British Columbia, to Augusta, Maine—(copies of which can be had by Rotarians, I believe, from the office of The Evergreen National Highway Association, Tacoma, Washington).

The map is an inspiration! I have it spread before me as I write and over the black lines that connect the many Rotarian cities I can, in imagination visit each. Within seven hours I would be in Seattle, thence on to Tacoma and south to Portland, Oregon, where connection is made with the already built highways running down to the Mexican border thru California, but the main line of the Evergreen Highway turns sharply towards the east passing Pasco and many South Washington cities into Idaho where it curves towards the southwest, passing thru Grangeville, Council, Weiser, Boise, and many other important places and curving to the southeast, where it connects, at Pocatello, with the fine road running up to Yellowstone Park.

Then, turning straight south again, it passes thru Utah, along the shore of Salt Lake, Ogden, Salt Lake City and down, slightly to the west, thru all those wonderful cities, plains and mountain lands that savor of adventure and romance.

Sweeping around the Grand Canyon, with which it is connected by other roads, it touches Southern California, with short connections to Los Angeles, San Diego, and Yuma, then southeast

thru Arizona to the Mexican boundary at Bisbee and Douglas; east to El Paso and thru the Lone Star State, skirting the Rio Grande, and on to the Alamo City of San Antonio and further east to Houston, with connection to Galveston.

Along Gulf of Mexico

Right along the Gulf of Mexico and across the Mississippi river to Baton Rouge and New Orleans, where the life of the South touches the life of the East. On to Alabama, where, at Mobile, connection is made with Tallahassee, Pensacola, with Jacksonville, and, south from there, Palm Beach.

From Mobile the Evergreen Highway passes up thru Alabama, touching at Montgomery and other cities and intersecting motor roads from north, south, east and west, on into Georgia where, at Atlanta, other roads are met. Up thru the Carolinas into Virginia, touching at Washington, D. C., thru Baltimore and on to Philadelphia, up to New York, thru Connecticut, Massachusetts, New Hampshire, and into Augusta, Maine, where the markt Evergreen Highway stops, but where roads from Canada, from

the cities of the Great Lakes from the middle west and the big places on the Ohio river meet in a great network, joining the whole of the inhabited parts of North America in one communion.

I see all this from my post on the farthest north point on the Evergreen Highway and if I only imagine the surroundings of other Rotarians, as I have past down and across the continent to you, I can tell you what I see from my window with my visible sight.

Christmas Day has just past, with a temperature of 52 degrees, and we have turned the point of the shortest day. Just across the inlet, snow is high up on the mountains and watching over us from their bed of white I see the twin mountain peaks known locally as "The Lions." There is a wonderful legend about these mountain peaks that has so crept into the minds of the people of Vancouver that our city is called "The Lion Guarded City" and it is the full belief of all here that harm cannot befall us.

Like a Rhenish Castle

Farther down the mountains' sides are bannered clouds and down below, the blue waters of

the Gulf of Georgia almost surround us and an inner circle of giant evergreen trees shelter our playground as well as protect the harbor. At the great docks in our landlocked harbor are ships from the world over, in the parks are children at play, a little farther away I can discern the figures of the golfers on the links while right at hand, the bathing beaches are not deserted, tho I see no swimmers.

To my right at the crest of the slope, my eye catches the flag "that braved a thousand years," fluttering at the top of a two-hundred-foot flag-pole cut from one huge fir tree; and silhouetted against the sky, are the turrets and towers of Hotel Vancouver, headquarters of our Rotary Club and a remarkable pile of masonry "like a Rhenish castle." On each side are the handsome buildings of a modern and rapidly growing city.

We have here a beautiful city with its natural surroundings and to Vancouver I ask every Rotarian to come who will yield to the lure of the open road and motor along the great Evergreen Highway and I feel, in turn, that I should like to visit the Clubs in those other cities whose names so enticingly appear upon the map.

Better Business Letters

SOMEWHERE there exists in the business world a letter that has brought in a larger percentage of returns than any other. This is the letter on which every business man would like to put his fingers. But how to secure it, is the problem.

One and then another of the men foremost in the movement for better letters have offered suggestions. Finally from out of all these there has been evolved an even bigger idea—that of securing not only the best letter produced during the current year, but during each year to come. Such a collection, it was readily seen, would be an unequalled contribution to place at the disposal of the business world.

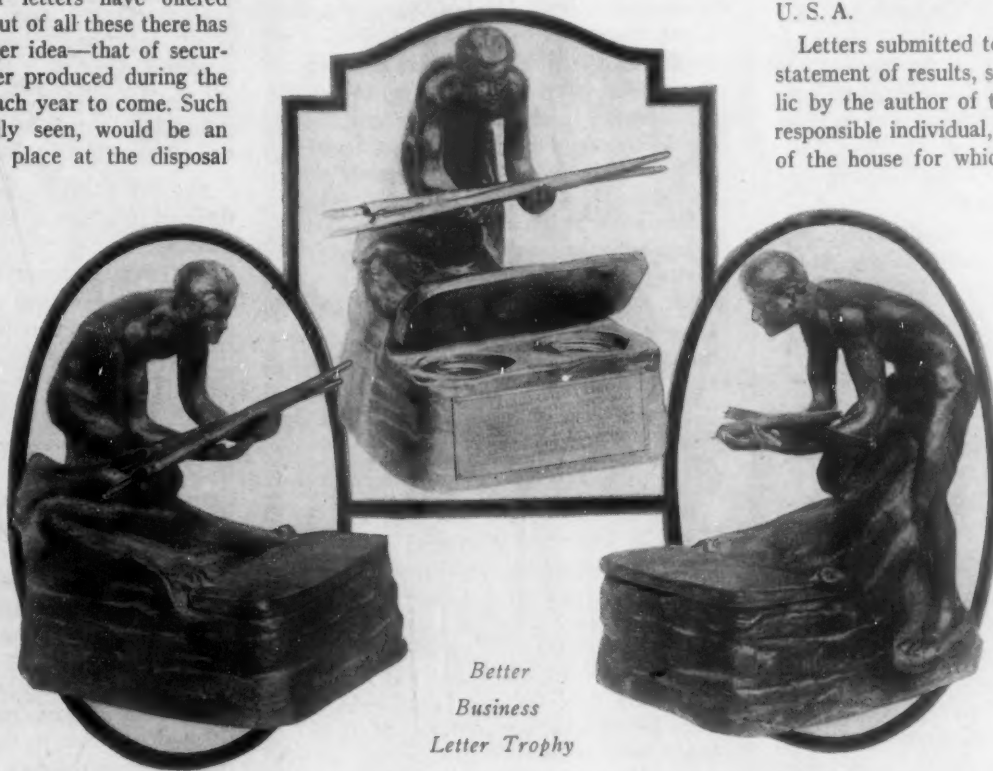
Working on a theory that perhaps the best way to encourage tangible evidence of efficiency in any line of human endeavor is to arouse a spirit of friendly rivalry between those engaged in it, these men evolved the idea of a Better Letters Trophy. This Trophy, they agreed, should be presented annually for the most effective letter produced during the year.

What should be the symbol of this idea, was the thought that next occupied the minds of these men. Rodin's masterpiece, *The Thinker*, came to mind, and with it the suggestion that somewhere there could be found a pupil of the great master, whose creation might almost become a rival.

In Antoinette B. Hollister these men found the sculptor whom they sought. True to the teachings of her master, the great Rodin, she had become one of America's foremost sculptors—a

member of the staff of the University of Chicago, an exhibitor in the Paris Salon of 1907, winner of Honorable Mention in the great Panama-Pacific Exposition of 1915, and of the Shaffer Prize at the last Chicago Artists' Exhibit.

Her creation represents the young Opportunity presenting the implements of his art to



the one who has proved the master of it. From the wax model only one cast in bronze could be made; thus the finished piece remains entirely an original.

The judge chosen to make this award was the Hon. Philip B. Kennedy, Director of the Bureau of Foreign and Domestic Commerce, Department of Commerce of the United States.

Award to be made to the one who produces the most effective business letter during the year ending 30th June, 1920; results balanced by conditions to decide the Contest.

Letters to be address to Department of Business Letter-Writing, LaSalle Extension University, 4046 South Michigan Avenue, Chicago, Illinois, U. S. A.

Letters submitted to be accompanied by sworn statement of results, signed before a Notary Public by the author of the letter and by one other responsible individual, wherever possible the head of the house for which the letter was produced.

Letter to be accompanied by statement giving a complete account of the plan in which the letter was a part and the purpose which it was intended to accomplish.

Everybody, without regard to race, sex, creed or color, to be regarded as eligible.

The movement for better business letters is a step onward and upward, not only in securing better returns thru sales-correspondence for future executives; but, in a higher sense, in the tendency to eliminate the slipshod habits of writing which hasty business

correspondence has up to the present unfortunately encouraged. If a thing is worth doing at all, it is worth doing well. This should apply to the English used in a man's commercial correspondence just as well as to the manufacture of the article he sells.

A letter which is shabby grammatically is like a shabby salesman—an advertisement of failure.

Labor's Acid Test

By Frank E. Hering

WE may talk enthusiastically of the day when there shall be democratic control of mines, fields, packing plants, factories, and railroads by the men who mine, till, pack, manufacture, and transport, but in action we have first to face the obstacles.

The chief obstacle, oddly enough, is not Capital, but the workingman. His present qualifications for assuming the responsibility of keeping the community supplied with coal, food, clothing, and the other necessities of life in abundance, on time, and within its buying power, have not as yet been demonstrated. He is the X in the equation; the unknown quantity in the social order. The community knows from long experience what the capitalist can do by way of supplying its needs. It knows that in some respects he has succeeded, in others miserably failed. It can know whether the workingman would do as well where the capitalist has succeeded and succeed where he has failed, only by testing Labor out in cautious experiment.

Now the test which the community is watching, as an indicator of the responsibility of the workers, is the cooperative plan in industry. The success with which Labor enters into control of business on the guarded basis of the cooperative plan will hasten or retard his arrival at the dominance in industry to which the value of his labor entitles him. One factory in which it can be demonstrated that admission of the employes to a share in profits and a voice in the management has resulted in an increase of output on the one hand, and a lowering of costs thru economies and improvements in methods introduced by the workmen, on the other, will come nearer to establishing Labor's supremacy in industry than a thousand strikes.

The cooperative plan is the gradual step, the cautious feeling forward for safe footing, that industry makes in its progress toward the goal of industrial democracy. If the footing is good, the goal is near. If there are stumbles—may the Lord in his mercy save us!

Safe Training

If management will but couple wage increases and other rewards to profits via productive energy; if it will but teach the workers the requirements of profitable business from the buying of materials and the manufacturing of products to the marketing of them, with the books on the desk and all the figures showing, we shall then have not only a real cooperation between Capital and Labor, but the only possible training—at least the only safe training—for ultimate control of industry by the workers—which everyone believes must come.

For the present, if it is true that it takes genius to create a great industry in all its parts and direct it without a smash-up, we have reason to hesitate at leaving it to the employes, as they now measure up, to determine policies or even to have an equal voice in the determination of policies. The quickest, safest approach to this highly desirable, because rational, arrangement is that which patiently removes the obstacles of ignorance, moral instability, and in-

dividual selfishness which social conditions have fixt on the souls of most of us. It can be attained only thru experimental cooperation.

The community will expect the employes of corporations which have adopted the cooperative regime, to graduate from the experiment a business-experienced, trade-enlightened, loyal, and socially generous class of workmen—a group, in short, that can be entrusted with more and more control of the business in which their labor is so essential a factor.

Efficiency experts tell us that extravagance, waste, and inefficiency in business have heretofore been almost universal. Nowhere, say they, has invested capital, working as cock of the walk, attained a full measure of success commensurate with the possibilities, or produced results representing 100 per cent utility of the employed equipment, facilities, and labor. One cause they lay to bad planning and execution by the "higher ups." The other to disinterested workmen.

Well, it would seem that workmen who are

stockholders, or who are otherwise rewarded directly in the prosperity of the business—as they are under the modern cooperative plan—would cease being "disinterested," and one big source of waste and bad execution would thus be eliminated. Also, it is perfectly conceivable that such workmen would not tolerate waste, bad planning, and bad execution in the "higher ups."

"Simple Justice" Basis

With such a system, indeed, it is quite likely that the captains of industry, under pressure from the workers, will be forced more and more into the position of serving the interests of the latter quite as often as the desires of the capitalists. That is, the captains of industry today will, beyond chance, be the captains of industry tomorrow, since genius never loses its right to lead; but they will direct business, discover opportunities of expansion, and originate new policies to meet changed trade conditions in the interest of the worker's guild, to which they will belong, and their rewards will be in proportion to their proved power of enriching the lives they serve.

Not that the success of the cooperative plan lies wholly with the workers. On the side of the capitalists there is likewise a chance that the cooperative plan may fail. Benevolence and condescension are out of the question. Nor can there be any tossing-of-meat-to-the-dogs attitude. The cooperative plan, if it is to succeed, springs from neither of these well-known capitalistic moods. It springs from the realization of what is simple justice between the owner of the money with which business is financed and the owner of the labor by which it is carried on.

And it will require much consultation between the two to arrive at a correct understanding of what constitutes "simple justice." Wages, pensions, insurance moneys, the necessity of stockholding in order to share in profits, the distribution of surplus earnings among the employes, the stockholders, and the requirements of future business undertakings—all must come up for common study and equitable decision.

The honesty and sympathy which the capitalists and captains of industry bring to the consultation will be their contribution to the success of the cooperative plan. If a dispute has arisen as to the disposition of profits, for instance, and the captains of the industry know that the business cannot exist on the margin of surplus allowed in the calculations of the employes, they have got to open their files and show the employes what risks in the past have led to what losses, and reveal the needs and risks of the future that are worth taking, so that the employes may comprehend why a larger margin of surplus must be set aside to cover these undertakings. That kind of frank cooperation will prevent dishonest manipulation, on the one hand, and loss of confidence on the other.

Note: Frank E. Hering is Past President of the Rotary Club of South Bend and Editor of "The Eagle Magazine" in which these paragraphs first appeared as part of a longer article.

The Real Self Measure

NO thoughtful man ever came to the end of his life, and had time and a little space of calm from which to look back upon it, who did not know and acknowledge that it was what he had done unselfishly and for others, and nothing else, that satisfied him in the retrospect, and made him feel that he had played the man. That alone seems to him the real measure of himself, the real standard of his manhood.

Men grow by having responsibility laid upon them, the burden of other people's business. Their powers are put out at interest, and they get usury in kind. They are like men multiplied. Each counts manifold. Men who live with an eye only upon what is their own are dwarfed beside them—seem fractions while they are integers. The trustworthiness of men trusted seems often to grow with the trust.

It is for this reason that men are in love with power and greatness; it affords them so pleasurable an expansion of faculty, so large a run for their minds, an exercise of spirit so various and refreshing; they have the freedom of so wide a tract of the world of affairs. But if they use power only for their own ends, if there be no unselfish service in it, if its object be only their personal aggrandizement, their love to see other men tools in their hands, they go out of the world small, disquieted, beggared, no enlargement of soul vouchsafed them, no usury of satisfaction. They have added nothing to themselves.

—Woodrow Wilson in "When a Man Comes to Himself."

A Farmer on the Farmer Problem

By Sterling Rohlfs

I CAN answer the questions THE ROTARIAN asks, but I feel that there are other things in connection with the situation that are not brought out that are of great importance.

We see at present a general desire to know the real reason for the great unrest that surely exists. This dissatisfaction is deep and general with the old order of things. All classes wish separately to be supremely powerful to serve their own ends.

Of all the classes the farming class is the most fundamentally essential, and, owing to lack of concentration in numbers and organization, is the most feeble in asserting its rights. Our prices are made for us, not always as now to our fair advantage, and the nature of most of our wares is perishable so that we cannot, by refusal to sell, force better prices. I am one who, in blind suspicion, feel that we are discriminated against, and as a class that we deserve it, with the excuse, however, that our opportunities for observation and general education are limited by lack of easy intercourse, comparative isolation, and long hours of labor of most tiring kinds.

Therefore, if discriminated against because of characteristics not general to other classes of equal position—such as small to great merchants and manufacturers—and these characteristics are due to specific causes, the salvation of the farmer lies in removing the cause to the greatest possible extent.

First, good roads permanently and economically built to all parts—not just main roads for tourists.

Second, the bringing of education to farmers, as in their present condition they can neither afford time nor money to go to the education.

Third, the addition of facilities and the substitution of methods and means to shorten hours and lighten labor.

Goods Roads Necessary

Roads should be built by money obtained from all, as all benefit—towns, cities, state and rural districts. Further, could such construction be taken entirely out of politics the saving would be enormous, as political value is the basis of awards, rather than competence.

Good roads are the supreme economy to farmers and to all other classes as well, as the cost of marketing and the radius of distribution is directly proportional to the quality of the roads. In the benefit conferred, a great road builder should rank with a great statesman, a railroad builder, or a nation-wide distributing agency.

It is not reasonable to expect to spread education and combat distrust in rural districts when the difficulty of reaching a meeting place is such that meetings would need to be the exception instead of the rule. It will require persistent and general understanding, nor can boys just out of school be expected to show the tact and maturity needed to be of value in such a service.

Education Basis of Progress

Education is the basis of all true progress and must be made more available. The needed education is on business practice—cost records, improved methods, and kindred subjects, fully as much as on actual farming problems. The farmer's

Rotarian Charles Rohlfs, of Buffalo, sent to his son, Sterling Rohlfs, a Colorado farmer and stockgrower, operating a farm ranch of 2,100 acres, a copy of February, 1919, issue of THE ROTARIAN, containing the questionnaire submitted by the Rotary Club of Salt Lake City on the subject of "Harmony and Co-operation between Capital, Commercial Interests, and the Farmer." Farmer Rohlfs was interested in the questions to such an extent that he wrote at length to his father an expression of his views. Rotarian Rohlfs sent a copy of his son's letter to this magazine with permission to publish it, and this letter comprises the accompanying article.

er's moral risk is poor and his only collateral a mortgage, not because he is less moral than others, but because he does not know from records where he is and consequently cannot show another.

The third reason why education is slow among farmers is the physical demands made on them. Farmers' hours are longer by much than any others and the work is always hard and often needlessly so. The chief relief for this is financial. Much capital is tied up in land, but ordinarily not a proper proportion in buildings and equipment.

Loans are made to farmers on the same basis that they are made to businesses with several turnovers annually and little effort is made to study farm needs or to supply them at reasonable rates.

Most every true farm loan must of necessity be a long term loan as the source of ability to repay depends on growth and seasons. While this fact puts risk into certain types of loans, it is no greater risk than most businesses contain, if the basis of loan calculations is average seasons and growth. The possible necessity of extensions should be always considered.

Now to make farm loans of true service to the farmer and of greater eventual service to the nation and to the lender, these loans should be handled by truly practical, far-sighted specialists who will know the full chances of success of their loans, who insist on recorded evidence of progress and that money shall be available to the farmer at rates of interest that will not enslave him but leave to him the incentive of financial reward for progressive effort.

Records a Factor in Loans

I truly consider that a knowledge of business methods and cost accounting, put into general practice, would more greatly benefit the class than any specific legislation. It is my hope to finally interest farmers in record cooperation and the employment by groups of farmers of a general office man to keep all records and to have at hand all necessary information of general and local current prices and demands.

Farms must be of certain size before they become businesses—of size to afford managers in

the business sense of the word. Yet the farmer who cannot find time to plan and forecast demands and keep his records will reach success only thru the effect of outside agencies.

To sum up: the farmer needs a special consideration in financing, as his needs are different from those of most other businesses.

Banks now have many departments, specialized to meet the special needs of their many kinds of customers. Let them add farm loan departments and develop facilities for passing on farm loans which will be of two general classes; improvement loans, of necessity long term and low interest-bearing and well, but not extravagantly secured; operating loans, for six months or one year, which should be possible to supply in the majority of cases on a crop lien or similar security. True, a crop lien is not very attractive to bankers who do not know, but if this became a recognized form of collateral and banks and lenders handled such loans regularly, it would be a great stimulus to production and progress.

When the applicant for a loan explains his plans and needs, the lender can easily show the value of records to the borrower in convincing the lender of ability to repay, and as a form of service could add in the prompt establishment of record keeping. This would be an educational step of the very greatest value to the farmer, both in his own business and in understanding the business of others.

Rather than adopt the credit union system of Europe which is not conducive to individualism and places the farmer in the power of local prejudice and jealousy, let us, by the effective means of showing him the advantages of business methods in borrowing, of accounts in convincing and promoting confidence, quickly lead him to the same level of opportunity as that enjoyed by most all other industries.

Plea for Better Government

One more matter and then I will answer the questions in briefer manner:

The trend of thought on government can now be easily turned to the gradual elimination of party politics in the smaller units of government at least, for in these smaller units the problems of administration are almost entirely of a strictly business nature.

Could it become general that in cities, towns, and counties the manager would be selected on the basis of ability and integrity by a small elected body equivalent to a board of directors and that such a manager should hold office permanently if service rendered be acceptable to the people, it would be a tremendous stride toward economical administration.

The many offices now encumbered by one to two-hour a day politicians could be consolidated, a single accounting and record keeping department would suffice, and improvements and service would be done in a business manner rather than in a lawyer's and politician's manner.

Red tape that does not and cannot exist in a direct, prompt, and forceful business administration would be minimized and a most decided improvement in methods of national administration

tion and the type of men chosen for national office would be the prompt result.

Further, I believe that a business managerial administration of the units of government in direct contact with the people would very shortly and clearly show the way to needed changes in national administration, such as actually centralized responsibility and authority, the establishment of budgets, and the elimination of patronage which is largely the source of success to unscrupulous politicians.

I should consider the use of a standing army in peace times as the training field for all police work or constabulary which would be all under one head not subject to politics, that the maintenance of law and order should be wholly in the hands of the national government; also that in places that need roads for their development, such projects should be treated as of equal magnitude and necessity as any other reclamation work and done in as thoro a manner.

In the present times of threatened unemployment vast government road building projects should be instituted and carried out—thereby merely following the lead of successful business, using their force on improvement and repair during dull periods, rather than laying off their men. Such work would be an elastic outlet for the use of unemployed men and would be the most prompt means of creating home markets and absorbing surplus population.

Intensive work is only feasible in thickly settled and improved localities, and intensive work is the source of a tremendous outlet for manufactured goods and of heavy traffic. Prosperity will follow adequate roads.

We built cantonments and jerked production up over night for the purpose of killing Germans. Why not as prompt action in an equally critical time, why not a first road loan for the equally patriotic purpose of employing our population and strengthening and enriching our nation?

(The foregoing is a general answer to the questionnaire submitted by a committee of the Salt Lake City Rotary Club, printed in the February issue of THE ROTARIAN. Following are answers to the specific questions.)

Questions Answered

QUESTION 1. For such legislation to be effective among those who are suspicious it must be preceded by education in business methods, that the publisht statements be correctly understood. When this education is obtained, legislation will be unnecessary to accomplish the end in view.

QUESTION 2. Better that the country towns be left out of it and the question of recreation and education be put in more competent hands than the average small town board. Educational work must be carried on largely in the rural centers, but it would be better that recreation and comfort be at the farm for the furtherance of content with the farm life which is an element not to be neglected. If the town offers the comfort and recreation we cannot blame the farmer for the back-to-the-town movement.

QUESTION 3. The European method is not conducive to what we call Americanism. It places the farmer in a position of having to keep level with the community idea of progress rather than with the idea that a more progressive individual may hold. For general betterment of the farmer's financial opportunities, I would strongly urge the cooperation of lending agencies to insist on farm cost accounting and bookkeeping to the

end that more efficient management may result and plans based on facts may be laid. This would be a big start toward equality of opportunity for farmers in the financial world. He would then know his needs, not guess them, and the effect on his credit and standing as a moral risk would be promptly beneficial.

QUESTION 4. Only to the farmer shipping to large markets would this be of direct benefit. I would suggest, to further the solution of farmers' financial problems, that small neighborhood groups be formed to employ a competent man to keep their individual books who shall also keep in closest touch with local supplies and demands as well as general demands, to the end that the proper distribution of various crops be made and the best price for goods received.

QUESTION 5. I cannot answer this question from experience or personal observation further than to say that labor follows pay and is kept away by fear of deferred payment for service. I would consider the possibilities of such a bureau as being very serviceable if it considers the responsibility of the employer as well as the employee.

Cooperative Marketing

QUESTIONS 6 and 7. A definite plan would have to be submitted for me to be willing to judge whether it would be desirable. The obstacles appear very great to the establishment of such a system. I favor a plan that would make the farmer the middleman thru cooperation in marketing, such that cooperative marketing societies cooperate to create their own jobbing and middleman houses. This would greatly add to their profit as it would put them in direct touch with

The Biology of Farming

FARMING deals with both animal and plant life. It therein differs from all other occupations. When dealing with life the farmer is also dealing with the laws of life, and the first of these is time.

You cannot "speed up" life. It took sixty centuries of selection, cultivation and breeding to bring wheat up to its present standard; it only took twenty years to bring electricity up to its present state of perfection.

Kindness is the second law of life. The man who does not love his animals is not likely to make a success of them. He must know them to love them therefore the number is limited. Kindness is not always transferable to the hired man. Someone must sleep in the stable to care for the young foal, the wobbly calf, or the pink-white litter. Life responds to treatment and kindness brings its own reward.

Disease is a condition and a law of life. Wheat rust is due to a climatic condition and like hail is beyond the farmer's control.

Crowding or intensive farming tends to disease. The life of an intensive poultry farm is but a few years. In fact, it is said that there is not a poultry farm of 2,000 fowl, five years old.

Hog cholera and foot and mouth disease are other dangers encountered as soon as the aggressive transgress the laws of nature.

The laws of nature cannot be transgressed with profit, and animal and plant life has its limitations not encountered in dry goods and hardware.—Prof. V. W. Jackson, Manitoba Agricultural College, Winnipeg, Man., in talk to W

the retailer and add the necessary profit of distribution to the producer's profit. This is not socialism, but I predict that it is the final adjusted basis of all industry and methods of distribution for the reason that the needed profit will accrue to the producer without adding to the burden of the consumer. However, such methods cannot be put into successful competition with the existing methods unless business methods in individual effort be adopted.

QUESTION 8. In the scale of modern operations it is necessary that certain projects that are too vast or do not promise good immediate returns, but are still obviously necessary to the nation and to succeeding generation, be handled by the nation. Therefore, this would seem to show that only such projects as are of the above nature come logically under government financing. To me it seems manifestly unfair that the nation should pay the expense of petty improvement. Such improvement unless completely done everywhere thruout the nation in a short space of time would throw the cost of improvement on a couple of generations and the benefit of improvement on succeeding generations.

Roads the Chief Thing

Build roads to all possible places and private initiative will take care of the minor projects. This argument if sound would seem to include new railroads, tho I hold that for development, wagon and truck roads of proper grade for maximum heavy hauling would be all sufficient to open the country, and with our existing railroads we could reasonably expect branch lines to penetrate profitable territory.

QUESTION 9. We could better afford to lose the few enterprises that come from stock sales for doubtful propositions than create the distrust that the robbery of the working people by dishonest promotions bring. I do favor a most stringent Blue Sky Law and the careful investigation by the Department of Justice of the promoters and their propositions. I have seen and can name several such promotions that in their essence were dishonest. Who cannot?

QUESTION 10. This question very nearly touches the heart of the problem. The creation of good roads even to sparsely settled places would be a great stimulus and the accruing benefit would be to all. Hence, let all pay in equal share—otherwise the delay in this most vital matter will be disastrous.

QUESTION 11. Yes, but carefully avoiding the accusation of class legislation. We need better results with greater economy. There can be no argument that the principle of the best fitted for the place, in the place, would be the just and generally satisfying principle to practice.

QUESTION 12. By all means. Start with the young now and also let the first opportunity serve to carry such thought to the present active generation. Remember that we are smart enough to know who talks from true knowledge and who bluffs and also what is tactful and convincing and what is tactless and antagonizing. The selection of teachers to the grown-up would demand the keenest knowledge of men and men's needs.

I could say more, but anything like this that I do must be done late at night and I am most too tired to be clear and logical, tho my thoughts be many. It is the judgment and observation of one near to the question and a worker himself in constant touch with workers. Too much of our remedial thought comes from those who lack the actual humble viewpoint.

A Tussle With Old H. C. L.

By A. L. Evans

OLD H. C. L. was rampant (is yet so far as the average untrained intellect is able to discern) and J. Lloyd Williams was rampageous. A glance at the dictionary will disclose that rampageous, among other things, means "noisily rampant; violent; boisterous; combative." And J. Lloyd was all of these.

There was really no danger of his beating up his wife, tho a stranger, unused to his temperamental outbursts, chancing to hear the explosion in his house that evening, might have thought there was.

The excuse, or more properly the occasion, for his fine frenzy was a bill received that day for repairs on his car. It might just as well have been a plumber's bill, grocery bill, dry goods bill, shoe bill, millinery bill, ice bill, milk bill, or any other old bill for necessities.

What J. Lloyd Williams said to wife about the "infernal robbers" at that garage would have scorcht asbestos, but would not look well in print; besides any owner of a car will appreciate his feelings, if not say amen to his imprecations.

Mr. Williams was a lawyer and ordinarily a reasonable being. But an accumulation of irritations would sometimes precipitate a storm, after which the atmosphere would clear and usually remain clear for quite a spell. On this occasion his rage wore itself out, but a spirit of grim determination persisted, which he voiced in this wise:

"We are headed for financial ruin, bankruptcy. My income will not much longer stand the strain. There must be a change. Expenses must be cut to the bone. We must practice the most rigid economy. In spite of its outrageous size, this garage bill does not include greasing the car, which it needs badly. In the morning I will do the job myself. I'll show those pirates that there's a way to beat 'em."

The Tussle Begins

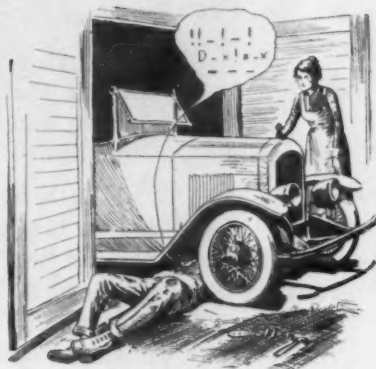
Mrs. Williams was not extravagant. Indeed she was one of the thrifty sort. She secretly rejoiced at this evidence of her husband's conversion. She had always regarded him as too free a spender and too careless about little home economies. She was one of those wives who appear to believe that the chief function of a man about the house is to mow the lawn, water the grass, tend the garden, patch the screen doors, varnish the book case, repair the clothes line, etc. She failed to see why these little odd jobs couldn't be done by J. Lloyd while he was resting. To her, a man in a rocking chair with pipe and book, was something of an encumbrance not to say nuisance. Still she was generally sweetly reasonable, and very diplomatic.

"Isn't oiling a car very hard and disagreeable work?" she asked solicitously—but not too solicitously.

"Well, it's no picnic, but it has come to be a work of necessity."

The next morning J. Lloyd Williams was up betimes. Betimes, in this case, meant before daylight. Having donned a second best suit, or part of one, he went singing to his work.

Some hours later, when his wife tried to get



"He Was Not Singing"

him to come to breakfast, he was not singing, tho from some words he let drop, one might have supposed he was engaged in some other form of religious expression—but he wasn't. As a matter of fact he was far from happy. The postures he was obliged to assume in doing the job were to him not customary. In practising law he was not obliged to work lying on his back, or to lie on his side or abdomen with his face in the dirt—however else he might have to lie. His muscles were cramped and sore. However, he was more conscious of that fact the following day and for several days thereafter.

Needless to say Mrs. Williams breakfasted alone that morning, and tried to keep something warm for her husband—tho he thought things were plenty hot enough. He came in shortly after nine o'clock covered with dirt, sweat, and grease and looking quite disreputable. He spent an hour in the bathroom and arrived at his office about 10:30. On the elevator going up he met one of his clients who said: "I am sorry you were not in your office this morning. I had to get out an attachment against one of my customers. It was a hurry-up job, so I got Campbell, across the hall from you, to attend to it. It was a case where immediate service meant several hundred dollars to me."

J. Lloyd thought, "Yes, and it meant the loss of fifty dollars to me;" but aloud he said, "Sorry I wasn't in, but Campbell's a good man and will fix you up all right."

Beaten by H. C. L.

That evening Mrs. Williams broke the news to the head of the family that she had let Bertha go. Bertha was cook and maid of all work. Of course it wasn't merely to save her wages—you know the line of talk—Bertha wasted more than her wages amounted to. She was extravagant with gas, too much edible food got into the garbage can, etc.

Mr. Williams was not pleased with this arrangement and felt a little conscience-smitten. His program of economy had not contemplated making a drudge of his wife, and he told her so. But he was met by the housekeeper's familiar lament, which is based partly on fact, that the girl was getting so shiftless that to get the work done properly required the expenditure of more energy and occasioned more vexation of spirit than to do the work herself.

After about a week of this rigid economy Mr.

Williams as a prudent business man, decided to take stock and see just where he stood. He was obliged, of course, to charge up on the wrong side of the account the loss of a fifty dollar fee and ten dollars worth of clothes that were a total wreck. Against this he took credit for ten dollars saved in greasing his car.

In figuring on the household savings Mr. Williams was entirely too gallant to attempt to estimate the value of ingredients in a batch of bread that Mrs. Williams, thru being out of practice, had to consign to the garbage; also a cake too badly scorcht to be eaten. But gallantry aside, he offset that slight loss by possible savings that his wife had effected in other ways. Mrs. Williams in shifting a tub of water, while "washing out a few pieces"—as it is exprest in the housekeeper's vernacular—had brought on a severe case of lumbago. The osteopath's modest fee for treatment necessary to readjust her back, just counterbalanced the savings on Bertha's wages for a week. Thus by the plain rules of mathematics Mr. Williams was justified in calling the result of his wife's venture in economy an even break.

A JOURNEY

A GREAT many years ago in a far-off country two men set out on a long journey. They travelled the same road. One of the men walked along with his head down. At the end of the journey he complained of the trip: The road was dusty in many places; he encountered mud, and the ruts were bad; rocks were numerous and hurt his feet; bugs and worms and flies were thick and bothered him. Everything seemed to annoy him.

The other man had a different story to tell, as he travelled this road with his head up. At the end of the journey he told of the blue skies, the beautiful sunsets, gorgeous trees and shrubbery, of the wonderful hills and valleys, of the singing birds, of the bracing air he breathed, the refreshing rains, of the flowers in full bloom and their fragrance, and how all fellow travelers greeted him cheerily.

We have all traveled this road ourselves, the same road, under the above conditions. It is the road of life. We make this journey pleasant or disagreeable as we like. With head down we see nothing and always complain. With head up we get the brighter vision and enjoy life's journey. Little things no longer bother, nor do they impede our way. The Rocks of Selfishness no longer hurt our feelings; the Dust of Dissatisfaction no longer envelops us; the Mudholes of Antagonism no longer bar our progress; the Vermin of Covetousness no longer blind our eyes. We are travelling with head erect, the road has turned down Rotary Lane where nothing evil exists.

Before the days of Rotary how many of us saw the bright things in life's journey? But now the difference! And the farther we travel the more life means to us. For as we journey we are aiding fellow wayfarers to "look up" instead of "down." And in so doing we are serving, that others may enjoy life's blessings and be happy.

—Everett W. Hill in *The Rotarizonian*, Phoenix, Ariz.

Selling Rotary to Our Competitors

By B. F. Harris, Chairman Committee on Business Methods, I. A. of R. C.

IT is the determined effort of certain practical and successful men—ROTARIANS—in every line of business and profession, in every section of the globe, to express the best in them, in business, in citizenship, in government, in social and human contact.

They propose to make the spirit of SERVICE and the practice of the GOLDEN RULE the Rule of Business as well as of Reason and of Right, and to win the world to it.

It is solely because these practical purposes have a spiritual basis that Rotary's work has an international, planet-pervading scope and universal appeal.

Rotary was the first national and international organization of business men, founded on such a basis and with such a purpose.

Far from claiming a monopoly of or on the effort to win the world to world-old ideals, Rotary and its very purpose would thereby be defeated.

Rotary regrets, in not a few respects, that its membership is limited in order best to effect its purpose. That such purpose and limitation is effective is evidenced by the organization of Kiwanis, Optimist, Lions and other Clubs, patterned in imitation, for "imitation is the sincerest form of flattery."

The very spirit of Rotary bids them Godspeed in their added effort to spread the gospel of Service and the Decency of being Square. Each added effort makes it easier for all the rest, and yet spurs each to greater effort.

Rotary feels this so strongly; feels so keenly the urge of the Golden Rule, and its undesired monopoly, that one of her Business Rules provides that the Rotarian will have a care as to advertising that he is a Rotarian, lest he seem to set himself up as "holier than thou," or as superior to others in his craft.

One of the finest reactions that comes to me, personally, from my contact with Rotarians is this unselfish—this real Rotary spirit, toward "the other fellow."

My committeeman, Jim Lynch, of Frisco, says: "We cannot persuade others that we are square or altruistic by stating the fact, but only by daily practice, for 'by their fruits ye shall know them.'"

From fellow committeeman Paul Bohn, of Cuba, comes the word: "So long as Rotary is limited to a certain few, is it fair to those without to allow anyone to profit by the fact that he is a Rotarian? We know there are just as good people outside of Rotary as those who have been selected for membership, but to the former is denied the use of the word 'Rotary.' If the whole community is to be embraced by the spirit of Rotary, selfishness is to be avoided."

Committeeman Stuart Lees, of Canada, writes: "It strikes me that our main work should be in reiterating the necessity of each Rotarian so conducting his business as to make the public admire and respect him at all times, and for the Rotarian at the same time to try and bring his competitor up to an equally high plane."

And our Arthur Farmer, of Oklahoma, reiterates

these sentiments, all of which were expressed in connection with a Rotary advertising question.

High-minded, intelligent competition is a great thing for the world, and so for each of us—hence, Rotary's unselfish beliefs, and practice of an annual Competitors' luncheon or dinner.

Let's have our Competitors' dinner soon, each taking his leading competitor and making a "night of it," so that we will, with the unlimited time of an evening meal, show them what kind of folks we are; what we believe, and best of all, find out what fine fellows they are. By a program of well prepared talks, sell them Rotary in its universal sense.

"Understanding is the greatest thing in the world."

"O Lord, make me such a man as becometh one made in God's image. Purify my purposes, clarify my thoughts and magnify my spirit of service. Rule in me to check cheap criticism, shame sharp speech and stop my search for flaws in folks. Exalt my ideals, enrich my hopefulness, empower my patience, enliven my sympathy, enfeeble my greed, but enlarge my liberality and enthuse my love for humanity. Sunshine the world through man until faith shall flourish, misery be banished and brotherly love rule everywhere. So shall Thy Kingdom come on earth. Amen and amen."

Some notions for us and our competitors:

"We believe that the first requisite of success is not to achieve the dollar, but to confer a benefit—and the rewards will come automatically and as a matter of course."

"That when advertising makes a successful sale, it must also make a friend."

"That falsehood makes for friction, while truth is a lubricant."

"That the fraudulent withers before the fact."

"That righteousness is a form of common sense."

"That commerce is eminently a divine calling."

"And that business is the science of human service."

"That co-operation is the most far-reaching business word in the English language."

Principle Eleven of the International Code of Ethics, reads:

"Finally, believing in the universality of the Golden Rule, 'all things whatsoever ye would that men should do unto you, do ye even so unto them,' we contend that Society best holds together when equal opportunity is accorded all men in the natural resources of this planet."

Would we not be doing a great service to our community—thus to ourselves—if each club, as some good opportunity offered, held an open public meeting, whereat some representative Rotarian would tell the story of Rotary's purpose and ideals, and give all the folks a glimpse of Rotary's vision?

THE ROTARIAN'S OPEN FORUM

These columns are open to the readers of the magazine for the discussion of questions of general interest or vital import. Contributions should be brief. Being expressions of individual opinion they are presented without approval or disapproval.



About Rotary Classifications

By Kendall Weisiger, Chairman International Committee on Classifications

JUST a few words about the matter of classifications which seems to perplex so many Rotary clubs. The unique feature of a Rotary club is that it limits its membership to but one representative from each distinct line of business or profession. Destroy this feature and your club will in nowise differ from any ordinary organization of business men. If, therefore, we are to continue to thrive and be successful, we must, as Rotarians, adhere to the fundamental principle set forth in our Constitution and By-laws which very definitely states that: "the active membership of the club shall consist of but one man in each classification of business or profession, and each member's classification shall be that of his *principal and recognized occupation*."

It has been pretty well agreed thru Rotary that a man's *principal* occupation shall be considered as the one to which he devotes at least sixty per cent of his time, attention and thought; and that the line which any member may represent in the club shall be the occupation by which he is commonly *recognized* in his community.

Many of the clubs have made the mistake of fixing up a classification to suit some prominent or highly desirable man so that he might be taken into membership, notwithstanding the fact that his lines of activity may overlap the classifications of other members of the club, but in many cases experience has shown this practice to be dangerous to the life of the club and house cleanings have resulted with beneficial effects to the remaining membership.

Since we are limited in our membership to one representative from each line, we cannot have as members many of the best men in the community who ordinarily would be good Rotary material. Therefore, we must be content to make sacrifices of our desires in order to preserve the integrity of the club, and for this unselfish reason we should also refrain from the specially created classification to take care of some good fellow.

There is another tendency manifested in some of the clubs to depart from a strict interpretation of classifications by taking in a number of men from some large enterprise under such classifications as Engineer, Purchasing Agent, Publicity Agent, etc. This is not thought to be good practice since it gives such an enterprise an over-

bearing representation, which on occasion might be undesirable for the best interests of the club as a whole.

Rotary membership should be confined as far as practicable to men who are *specialists* in their respective lines. Each membership proposal should be scrutinized to determine what new line of knowledge a proposed member can bring into Rotary rather than what Rotary can do for him.

Rigid Adherence to Laws

I would strongly urge a rigid adherence to your Constitution and By-laws in the selection of your membership. To pave the way for this it is well for your club to set up for itself a cleant cut list of classifications for which desirable material is likely to be found at some time in the near future or even distant future, with a view to permitting the expansion of your membership in an orderly way and along legitimate lines.

To assist you in this the International Headquarters has recently sent out information on the standardization of classifications and has recommended that there be appointed in each club some well qualified member who will make a study of the whole matter of classifications in your community with a view to standardization.

Many of the clubs have merged their Membership Committee into their Classification Committee, having found that the Classification Committee can do the entire job, and in many cases the Classification Committee is a secret committee known only to the president who serves as a *liaison* between the committee and the Board of Directors on matters pertaining to classification and membership. By vesting in such a committee full authority concerning the establishment of classifications many difficulties will be avoided.

The ordinary membership proposal does not usually afford all the information that is necessary to pass upon a proposed classification, and here care should be exercised that there is a thoro understanding of all the ramifications of the business of every proposed member, in order to leave the way open for the future expansion of your membership. For example, a member holding the retail end of some classification may also do a considerable jobbing business and, therefore, he might object strenuously to the admission of a jobber in his line. Likewise there

is frequently confusion between manufacturing and wholesaling.

The time to settle these questions is at the outset when a member is initially proposed, and not later on when you want to make room for some proposed new members in a similar line.

My parting word on classification is that you adhere closely to the fundamental principle of our organization as exprest in your Constitution and By-laws.

Study of Problem

The special committee to study the classification problem, appointed by the International Directors, spent many hours at the International Secretary's office digging into the subject.

Before we could tackle the problem at all it was necessary to divide all Rotary clubs into classes or groups. With the assistance of the International Secretary and his staff this has been done. We have made a rough division of the clubs into three general groups so that individual treatment might be considered for each of these three groups.

Group A comprises about one hundred clubs in cities of more than a hundred thousand population. Their memberships range normally from two hundred to four hundred, with an abnormal range of from fifty to five hundred and fifty members.

Group B comprises about two hundred and fifty clubs, which are in cities of less than a hundred thousand, but over twenty-five thousand. The memberships of these clubs normally range from fifty to one hundred and fifty; the extreme low and high, forty to two hundred.

Group C comprises some two hundred clubs in cities of less than twenty-five thousand population and they have a membership range of from twenty-five to seventy-five.

The need, therefore, seems to be first, for small clubs that have just begun and the new clubs that are to begin, a typical list of classifications that can be used by the organizers in setting up the small clubs. There are in common to practically every club quite a number of classifications that occur wherever one goes—the grocer, dentist, doctor, etc.

Three Lists for Three Groups

We have made a list (called "List C") of sixty-four common, recognized classifications

which do not concern themselves with being split up. In this list are no manufacturers and no wholesalers for the reason that they vary from town to town. To this list of sixty-four there might be added ten manufacturers, six additional professions and ten additional wholesalers which would give a list of ninety cleancut classifications that ought to be fairly satisfactory to almost any new club as a basis of organization and growth.

A number of clubs are from time to time reviewing their classifications and wondering if they are in line. For them the International Secretary has had a membership list of a hundred and fifty classifications. That list has also been used for new clubs. We have undertaken to improve that list so that it will better serve as a guide for clubs in Group B.

This revised list (called "List B") includes one hundred and four common classifications, to which might be added say (we are getting in the larger cities now) twenty manufacturers, ten professions, ten or more wholesalers, which would make a total of about a hundred and fifty rather clean cut classifications.

Bear in mind that we haven't started to subdivide any classifications. The average membership of clubs in Group B is one hundred and fifty members so that if we get a list of one hundred and fifty (or rather, originally one hundred and four plus additional manufacturing and professions) we will have a list that ought to take care of all Group B clubs, or at least carry them along until they get in Group A.

Now when a club has filled up its common classification it gets into technical troubles. When we get to that point we get beyond the scope of any sort of standardization of classifications.

Pittsburgh Sets Example

It would be well for the International Association to stress to each club in Group A the importance of a thoro study of the possibilities of classification expansion. Each one of the clubs in Group A surely can find some one man who will undertake to make an intensive study of his club's opportunity for growth.

Such a study has been made for the Rotary Club of Pittsburgh, Pa., and we have the Pittsburgh Classifications Code which was made by an electrical engineer—Rotarian A. G. Pierce. He has done two distinct things; he has first codified the present membership of the Rotary Club of Pittsburgh; and, second, he has discovered every classification that could be made in that club. He has written a very definite description of each one of those classifications, both present and proposed. The result is a dictionary on classifications and a fundamental plan for the growth of Rotary in Pittsburgh. It is set up to care for all the subdivisions. He is still carrying on that work. He has led the way with a splendid piece of work. Every club in Group A ought to see the Pittsburgh Code.

So much for a list of classifications. That does not begin to solve the classification trouble. The International Secretary has in his files many inquiries wanting to know whether or not this or that classification is right or wrong. It is his custom to give such advice as he can give based on experience, but not as a ruling from International Headquarters. Maybe some of these letters could be gathered into a pamphlet of "Questions and Answers on Rotary Classifications," which would be illustrations rather than

rulings of what has happened in this or that place.

Committee's Recommendations

We find that the International Secretary's office has had difficulty in filing in the classified card list of Rotarians of all clubs.

In conclusion I offered three recommendations to the Board of Directors:

First, that we print List C of sixty-four classifications which can be used as a basis of organization and growth for clubs in Group C.

Second, that we take List B covering 104 typical classifications and substitute it for the list of 150 in the membership pamphlet, either by inserting it in the old pamphlet or by getting out a new edition, and bring it to the attention of all clubs in Group B for their guidance.

Third, that we recommend to the one hundred clubs in Group A the appointment by each club of a member to be called the "Classification engineer" of the club who will be willing to take on this job and to carry on a continual study of the classification possibilities in his club.

The Board gave its approval to the recommendations and directed the International Secretary to publish them, notify the district governors, special representatives, and club officers regarding them, and otherwise to carry them into effect.

I Am an American

I WAS a pilgrim seeking a place.

I was a Catholic in quest of freedom for my faith.

I was a Protestant fleeing a persecution I could no longer bear.

I was a Jew, an outcast, carrying the burden of centuries of unreprieve.

I was a political Zero with no function to serve.

I was a Mind, kept unschooled lest knowledge set me free.

I was a Man, made in the image of my Creator as other men are, but bending low before the power of a fellow man.

And so I left the land of my fathers to begin again in a strange, wild land.

I came to America.

I did not come to build castles. These were the badge of kings who said that God had appointed them to be keepers of the riches I produce. It was enough for me that I should live, they said.

I did not believe that. I began to build a new free home in the wilderness.

Patiently I induced, compelled, the entrained soil to share its bounty.

I contended with wild men.

In Seventy-Six I fought and bled to hold the winnings so hardly earned.

In the Sixties I fought and bled again to free myself of Old World wrongs and keep the new Nation whole.

Thus I made America.

And America made me—a new man, still a Protestant, still a Catholic, still a Jew, but first an American.

No longer a nonentity but a man bending only in the voluntary service of mankind.

America has given me Opportunity, the golden wand which has transformed me from a chattel to the peer of any man on earth.

Am I great enough, strong enough to keep what I have made?

Have I builded better than I knew?

Do I realize, now, that America contains the inspiration and the purifying principle for the world?

Does American Liberty mean anything in particular to me?

Is it more than a mere nation of people, conceived in the freedom loving thought of a hundred nations, builded of human desperation and kept whole by the will and determination of noble incentive?

Will I earnestly work, willingly give, and gladly sacrifice to save my America and thereby save the world?

Yes.

I am an American.

—*Sioux City (Iowa) Rotary Punch.*

Woman's Place in Rotary

EVERY movement in the realm of Rotary seems to point more clearly to its expansion and development as a power for good in the commercial, social, and industrial world, and to indicate that its influence on society is yet in its infancy. Already it has done great things in widening the outlook and raising the standard of endeavor to make this old world of ours a better place to work in and to live in.

Its motto of SERVICE NOT SELF is becoming more and more a real watchword; its ideals are becoming more understood and realized as a living force by its own members; and, what is more important still, these ideals are becoming known and appreciated by thoughtful men and women in the world around us.

In such an atmosphere, does it not follow that the loving sympathy of our women folk has a very special place, and that the potentialities of their help and usefulness are enormous? Have these potentialities been realized by us as Rotarians? We think not. Indeed, we have heard expressions from men in the ranks of Rotary positively discouraging the introduction of woman's influence and presence in our aims and work. Surely this is a big and fatal mistake, whichever way it is looked at. We have heard the remark: "This is a business club. What do we want with women mixt up in our work and meetings? They will simply confuse the issues and lower the aims and ideals down to the level of a social club, and destroy the purpose for which we joined it."

Surely that is a theory which must have, already, been fully disapproved. Even in our Edinburgh club we must have seen how often the help and co-operation of women have added to, and even secured, the success of many of our efforts. We do not contend that in the purely commercial and technical part of our deliberations and activities they can have, or want to have, any place or representation. But is that all we are out for?

What about our hospitality to strangers, and our efforts to draw our fellow-workers together in the bonds of brotherhood? Have women no place in that effort?

What about our aim to lift up and help along the poor, the unfortunate, and the suffering amongst our workers, the ravages of war, the misfortunes of business, or even thru their own folly, and who need the tender sympathy, the

practical help, or the pure example which a good woman can offer, and that priceless intuition of a woman which is often so much more far-seeing and valuable than that of a man?

What about our mission to our boys, yes! and to our girls also, which is laid down as one of our most important fields of labor and service? Surely we need woman's help in this work!

If this is conceded, let us then be practical and thoro, and at once make a definite and organized place in Rotary for our wives, our mothers, and our daughters. Not only should we let them share freely in our social functions—we must do this if we want to get to know them, be with them, and educate them into the true Rotary spirit—but we might even give them an organization of their own, with their own officials and departments of work, and let them be Rotarians in the truest sense of the word—Rotarianettes (if you like the term) pledged to work as an auxiliary branch of our clubs, sharing our ideals, and either working separately in their own departments of "service" or in direct co-operation with the men, as, and when, the necessities of the work in hand demand their activities—but always under the direct control (and never independently) of the parent club and its council.

—H. C. in the "Bulletin" of the Rotary Club of Edinburgh, Scotland.

The Preacher Who Was a Rotarian Without Knowing It

IN a little Michigan city the preacher has just stepped down from his pulpit. He was never ordained. The local papers never mentioned him as "Rev.," nor was he ever address as "Elder" by one of his flock. His pulpit was never sheltered by a roof, save when he backed it under the shed at night after an honest day's work.

Uncle Billie himself would be surprised and incredulous, mildly disputative and loud-scoffing at the suggestion of his being a leader in the religious life of the town. Likewise also some of those who regard themselves as the swords of the Lord would doubtless be astonished could they realize that lives like Uncle Billie's preach 365 sermons a year, and in Leap Years, 366.

While his influence must be strongest at its center, yet all over the country there are his home town boys and girls whose days are often encouraged, tempered, or comforted by visions of a glad, leathery old face offering the same cheerful, wistful smile to all sorts of weather and all kinds of fortune—except what men commonly call good.

For nearly twenty years after his efforts at building up a competency in various little businesses and pursuits had succeeded not well, he was deliverer for the express company and for the citizens in general. As a boy I have often left my breakfast half eaten to run across the Common toward the New Road Depot to be sure of catching Uncle Billie there at the 7:20 and engaging him to get my father's luggage for the 8:05 Central trail.

I can hear yet his hurried "Yes; yes; I'll be there; I'll be there!" That was all. No palaver; neither gruffness nor wordy thanks. Just "I'll be there!" But his face! Not the most suave gentleman in all the land could have made the bearer of the message feel more as tho he had done a real service. There was a mellow candor

in the light of his countenance for which I would willingly have missed all my breakfast.

Telephone Widens Field

When the telephone, came his field of activities was much widened and he was brought into close pastoral relations with many who before could secure only the impersonal influence of his sermon from the pulpit—that is, his brave old smile as he jogged hither and thither on his wagon. Now his duties multiplied until he was able to give up the poorly-paid tho certain service of the express company for an assured transient custom.

Not alone the business men employed him. Commercial travelers who once knew him thereafter claved to him, unless made of a too coarse clay to adhere to his finer sort. Yet the tired mothers of families were perhaps the greatest direct gainers by his services. Did the laundress fail to come, or was the weekly wash too great an item for a specially crowded day? There was the 'phone; and there at the other end of it Uncle Billie could be got.

"Won't you come and get my washing and find somebody to do it for me?" "All right. I'll be there; I'll be there."

Did the "girl" leave? Or did the house mother's utter and unrefreshable weariness convince her that "this speel of doing her own work" had reached its limit? To Uncle Billie was appeal most likely to lie in this time of need. If he didn't know of a girl for the place, or couldn't find one, the chances were against there being one; but he had a knack of mellowing the unwelcome information with a comprehensive sympathy, that was a tonic to tired nerves. If ever anything were needed at the stores he was able not only to bring it but to select it.

I am firmly convinced that were he willing to accept the responsibility, he might for years yet,



each hot summer afternoon, have his wagon as full as its floor would hold of baby carriages and cribs, each with its own all-precious occupant; and while he drove slowly thru the shadiest, quietest streets of the little town the mothers would rest secure in the knowledge that their children would be brought back not only safe but fortified in a philosophy that few but the hearts of babes are pure enough to understand, and whose medium of transmission is too intangible for words.

Retired But Still Busy

But now, I learn, he is "off the wagon." Last winter showed him he could not stand another such. But he has not quit work. He has only got an inside job. And here he labors his nine hours a day, happy in thought that he was "lucky enough to be able to keep at it outside till he got his home all paid for, where he and his wife can live out the rest of their days with no other care than to make a living."

Thus, since The Preacher is wise, he still teaches the people knowledge.

When he left the wagon it was a matter of editorial comment in all the papers, and in the one which has followed me to my new home I found this advertisement, signed by one of the boys who used to be in the grade ahead of me at school:

TO THE PEOPLE OF OUR CITY

As a number of my friends have of their own free will said to me that if Uncle Billie Collins quit draying they wanted me to do their work in that line, I have prepared accordingly. I have arranged so that telephone orders for me can be made at Mason's Dry Goods Store, No. 66, or at my residence No. 199. I shall give washings and all hurry-up work the preference and will endeavor to give such good service that in years to come people will speak of me as "Uncle Doc."

J. P. HALL.

As I read this announcement, I thought: No, Doc Hall, you couldn't be Uncle to me, even if I still lived at "home." But then, I'm getting on. Where we now live my wife and I were surprised to find that we were not even considered among "the young married folks." There are boys behind the counters in Mason's Dry Goods Store who were not much more than named, if that, when I left for college. With this new generation, Doc, you may succeed in reaching the goal of uncleship.

It won't be an easy path thither. In the deepest affection, there is always somewhat of pity and sympathy. If your way is always easy and smooth, you'll never call these out of the hearts of men and women. If you are willing that Fate shall send you trouble and disappointment, and if you can meet them undismayed and learn thus to understand the lives of others, then you will become Uncle Doc to the generation of the sons and daughters of those that knew Uncle Billie. I hope you will, Doc Hall. The world has need of you if you can.

SHIRLEY W. SMITH,
Rotary Club of Ann Arbor, Mich.

A BROKEN PEDESTAL

The following tidbit published by *Roterie*, the club publication of the Erie Club, is worth a place in the sun:

"THE ALL HIGHEST"

Perhaps you know some business men who are so inflated with their own importance that you simply can't "get at" them without slaying a couple dozen flunkies and climbing over their dead bodies. We do, too. That's why we chuckled when we heard this story:

A moving picture magnate out in Los Angeles wrote a letter to another m. p. m. in which he takes a swat at this abuse, which is so abominably irritating. The letter follows:

"My Dear Sir: This is to remind you that we have an appointment and that I am still waiting for a call from the secretary of your secretary's secretary. This morning I 'phoned and was able to reach the under butler of your secretary's valet. This was a bright spot in my day. Before this I was able only to get as far as the footman to your third assistant's chauffeur.

"The Lord only knows whether this letter will get any higher than the assistant to your stenographer, but if it ever reaches your own, individual, personally conducted, executive eyes, wheel around in your swivel chair, you big stiff, and call me up, I might have an order for you.

"Yours bolshevikily,

"BLINK BLANK."

And, you bet, Blink Blank got a reply by return mail.

—Propeller.

New Rotary Clubs

Cecil B. Harris, Assistant Secretary in Charge of Department of American and Canadian Extension

BETWEEN the first of July, 1919, and the first of March, 1920, one hundred and nineteen (119) new Rotary Clubs have completed their organization in the twenty-three United States and Canadian districts. Rotary Clubs are in process of organization in one hundred and twenty-one (121) cities and it is only a question of a short time before the major portion will be ready to make application for affiliation.

It is well understood that the Board of Directors have decreed that this fiscal year, no new clubs shall be organized after the thirtieth of April, the last day of this month, and the clerical force of the American and Canadian Extension Service Department are expecting to be very busy taking care of the details of the affiliation of at least a hundred or more clubs; but won't it be a "grand and glorious feeling" when we have closed this fiscal year to have a record of one hundred per cent more new clubs affiliated than in any preceding year?

In order to accomplish this big task, the co-operation of the District Governors, Special Representatives and the Chairmen of Organizing Committees, is required. Applications for affiliation sent to Headquarters Office will have to be in such good shape as to require the minimum effort in presenting the applications to the Board of Directors for approval.

The following Rotary Clubs have been elected to membership in the International Association of Rotary Clubs since the last list was published in the March, 1920, issue:

MACOMB, ILLINOIS, CLUB No. 604

Special Representative, George Mackay, Canton, Ill.; president, Jay H. Reno; secretary, Dr. W. E. Mayer.

FLORENCE, SOUTH CAROLINA, CLUB No. 605

Special Representative, A. D. L. Barksdale, Greenville, S. C.; president, J. B. Aiken; secretary, Thomas R. Miller.

NORFOLK, NEBRASKA, CLUB No. 606

Special Representative, William Gold, of Lincoln; president, Sol G. Mayer; secretary, Harry S. Thorpe.

MOSCOW, IDAHO, CLUB No. 608

Special Representative, Governor Young, acted personally; president, Francis Jenkins; secretary, L. F. Parsons.

GREENSBURG, INDIANA, CLUB No. 608

Special Representative, E. Dwight Johnston, of Connersville; president, Frank L. Donnell; secretary, Hal T. Kitchin.

SALISBURY, MARYLAND, CLUB No. 609

Special Representative, Albert Bird, of Wilmington; president, Marvin C. Evans; secretary, C. M. Paynter.

SHELBYVILLE, INDIANA, CLUB No. 610

Special Representative, Eugene C. Pulliam, of Franklin; president, K. J. DePrez; secretary, James E. Palsgrove.

DANVILLE, VIRGINIA, CLUB No. 611

Special Representative, Walker Pettyjohn, of Lynchburg; president, Rev. Henry Wade DuBose; secretary, John E. Overbey.

BROOKINGS, SOUTH DAKOTA, CLUB No. 612

Special Representative, Dennis C. Noonan, of Watertown; president, Dr. Arthur H. Stoll; secretary, Clyde G. Hinkley.

CRAWFORDSVILLE, INDIANA, CLUB No. 613

Special Representative, Rev. D. E. S. Perry, of Lafayette; president, Robert H. Williams; secretary, Clifford Peterson.

EFFINGHAM, ILLINOIS, CLUB No. 614

Special Representative, Tom Cossey, of Danville; president, Ben F. Kagay, Jr.; secretary, Dr. Elbert L. Damron.

ST. PETERSBURG, FLORIDA, CLUB No. 615

Special Representative, W. G. Brorein, of Tampa; president, William L. Straub; secretary, L. A. Whitney.

BUTLER, PENNSYLVANIA, CLUB No. 616

Special Representative, Arthur G. Pierce, of Pittsburgh; president, Fred Stover; secretary, Clyde N. Watson.

HIGH POINT, NORTH CAROLINA, CLUB No. 617

Special Representative, W. A. J. Hewitt, of Greensboro; president, Carter Dalton; secretary, John R. Peacock.

CHEROKEE, IOWA, CLUB No. 618

Special Representative, Ralph Gaynor, of Sioux City; president, A. R. Molyneux; secretary, W. E. French.

PRINCE ALBERT, SASK., CANADA, CLUB No. 619

Special Representative, L. G. Calder, of Saskatoon; president, Chas. F. Clare; secretary, Nelson W. Morton.

FORT MADISON, IOWA, CLUB No. 620

Special Representative, Jake Perkins, of Fort Madison; president, Frank W. Gibson; secretary, James W. Fish.

CICERO, ILLINOIS, CLUB No. 621

Special Representative, Walter Haynie, of Chicago; president, W. W. Lewton; secretary, Alfred, Pinkert.

PEABODY, MASSACHUSETTS, CLUB No. 622

Special Representative, Ralph E. Thomas, of Peabody; president, Edward H. Merrill; secretary, Ralph E. Thomas.

HOULTON, MAINE, CLUB No. 623

Special Representative, E. N. Miller, of Bangor; president, Frank A. Peabody; secretary, Wilford Fullerton.

CHARLESTON, SOUTH CAROLINA, CLUB No. 624

Special Representative, Carroll H. Jones, of Columbia, S. C.; president, W. K. McDowell; secretary, S. L. Reid.

MANSFIELD, OHIO, CLUB No. 625

Special Representative, E. J. Landor, of Canton; president, W. Lee Cotter; secretary, F. A. Chamberlain.

FINLAY, OHIO, CLUB No. 626

Special Representative, Gilson D. Light, of Toledo; president, W. E. Houch; secretary, J. V. Hartman.

PORT HURON, MICHIGAN, CLUB No. 627

Special Representative, James C. McCabe, of Bay City; president, Shirley Stewart; secretary, Charles W. Haensel.

LOGAN, OHIO, CLUB No. 628

Special Representative, W. H. Stuckey, of Lancaster; president, Lee C. Laube; secretary, Lawrence Kessler.

BESSEMER, ALABAMA, CLUB No. 629

Special Representative, Dr. J. H. Phillips, of Birmingham; president, L. L. Vann; secretary, R. L. Coons.

FAIRFIELD, IOWA, CLUB No. 630

Special Representative, George M. Kerns, of Ottumwa; president, Dr. Jas. F. Clarke; secretary, David B. Cassat.

LEWISBURG, PENNSYLVANIA, CLUB No. 631

Special Representative, Frederick V. Follmer, of Milton; president, Wm. L. Donehower; secretary, Phillip B. Linn.

OWEN SOUND, ONT., CANADA, CLUB No. 632

Special Representative, Norman W. Tovell, of Toronto; president, J. A. Simpson; secretary, G. D. Fleming.

RIVERSIDE, CALIFORNIA, CLUB No. 633

Special Representative, C. H. Burnett, of Los Angeles; president, Geo. T. Bigelow; secretary, Frank C. Nye.

The vision of Rotary is as many sided as there are Rotarians. In this Department appear the thoughts of different Rotarians concerning Rotary in its many aspects and in its application to the affairs of everyday life.



THE VISION OF ROTARY

He Profits Most Who Serves Best

The Second Mile

By Charles Lee Reynolds

"WHOSOEVER SHALL COMPEL THEE TO GO A MILE, GO WITH HIM TWAIN." This text from Matthew 5:41 is from a very practical document. It is found in the Sermon on the Mount.

The Sermon on the Mount is a charter of principles, a platform for broad citizenship, a program for service. It contains a system of ethics than which there is no better. Search all religions and all literature and you will find nothing that is as lofty in the scale of moral teaching as this deliverance of Jesus. There are many beautiful sentiments in other religious books; there are many splendid maxims in literature outside of the Bible; but for big principles, ennobling ideas and indefeasible truth, there is nothing anywhere to compare with the Sermon on the Mount.

Speaking as a statesman, Burke once said: "The most impressive political document on the rights of man is the Sermon on the Mount." Coleridge, who knew books and wrote them, when asked for the richest passage in literature answered "The Beatitudes"—the first part of the Sermon on the Mount. Mr. Meyer of London wrote a book on this Sermon on the Mount which he called "The Directory for the Devout Life." I would rather call it a "Summary of Practical Principles for Everyday Living."

I take one of these principles for our discussion, because I believe it to be one of the principles of the Rotary Club. If the motto of Rotarians be, **HE PROFITS MOST WHO SERVES BEST**, the definition of the best service must include the practical application of this doctrine of the second mile.

Let us get the setting before us. The statement "Whosoever shall compel thee to go a mile, go with him twain," is a picture. It was perfectly understood by the people who first heard it. They visualized a scene. A man is traveling and about to pass a post station or post office where horses and messengers are kept to forward royal messages as quickly as possible. Suddenly an official rushes out and seizes him and forces him to go back and carry a letter to the next station, perhaps to the great detriment of his business.

The "compel thee" is of Persian origin and

In a Friendly Sort o' Way

When a man ain't got a cent, and he's
feeling kind o' blue,
An' the clouds hang dark an' heavy, an'
won't let the sunshine thru,
It's a great thing, O my brethren, for a
feller just to lay
His hand upon your shoulder in a
friendly sort o' way!

It makes a man feel curious, it makes the
tear-drops start,
An' you sort o' feel a flutter in the re-
gion of the heart;
You can't look up and meet his eyes, you
don't know what to say,
When his hand is on your shoulder in a
friendly sort o' way.

Oh, the world's a curious compound, with
its honey and its gall,
With its care an' bitter crosses; but a
good world after all.
An' a good God must have made it—least-
ways, that is what I say,
When a hand rests on my shoulder in a
friendly sort o' way.

—Anon.

denotes the impressment into service which officials were empowered to make of any available persons or beasts on the great lines of road where the royal mails were carried by relays of riders. If compelled to go the one mile by an officer of the government there was nothing to do but to go. You would have nothing to say about that.

But Jesus adds another mile. If you are compelled to go one mile, go two.

What do I take that to mean? It means that you must be willing to do twice as much as you are made to do. It means that you must not stop where obligation ends, but as much again must be given freely. The first mile is a conscripted service. The second mile is volunteered. In other words, here is a principle that teaches us to do more than is actually required.

If you are not a Rotarian and are moved only by selfishness and influenced only by a love for your individual rights and obsessed by a false idea

of personal liberty, you may think that the first mile is as much as can be expected. It is in fact a little more than you want to give. The government makes you, but when you reach the last inch of the first mile you are determined to stop and you will not take another step. You will do what you must, but no more.

But being a Rotarian, or being a man influenced by high motives of unselfishness, you will do more than you are obliged to do. You will go the second mile when you are compelled to go one.

Applying the Principle

Let us apply the principle. Principles unapplied are just seeds in a sack. They must be put into soil if they bring forth fruit.

Let us apply the principle first to business. A man in business is made to do certain things. No man is entirely his own master, whether he be the porter of a bank or its president. No man is entirely his own master, whether he works under a boss or several superintendents or is himself the proprietor or manager. The business man is compelled to do a few things. There is no kind of business, be it only a peanut stand, that can be run without obligations. These obligations include industry, a little courtesy, some honesty, and a certain amount of personal character.

If the business man has even the slightest success, it is necessary for him to do some of these things that business at large and society compel him to do. He is forced to go the one mile. But who are the men who make friends for themselves in business and gain a reputation for the highest type of commercial success? They are the men who go the second mile.

If they are compelled to work a little, they will work a little more. If they are compelled to be a little polite they will study to please. If they are compelled to be a little honest, they will go the second mile of honesty, when a man's word is as good as his bond. If they are compelled to be half way clean, they will be clean in thought and speech as well as in deed.

The men in business who have the respect of their community, are the "second milers" who do more than they are compelled to do. They do not stop with the mere obligation. If the

world says one mile and you can get along one mile, and can live and have clothes and a house and three square meals a day you do not have to do more. One mile is all that the world asks and you have done your duty. But there is something beyond duty, something more than obligation, something in addition to the compelled service. It is the second mile of a voluntary contribution of self and life.

This I take it is the spirit of Rotary in business. Each member regards it to be his ideal in business to do more and be more than may be required of him either as a business man or a Rotarian. He will do all that he has to, and then some more. He will go the first mile that every man must travel in obedience to the laws of organized society and then he will go twain.

Lesson for Young Men

There is a practical lesson here that the Rotary Club would teach all young men who are beginning business. There are young men who start out with the idea that they will do just what they have to, and no more. They will do the tasks assigned to them and when those tasks are done they will not look for others. Why should they? They have gone the one mile. It is enough to ask of any man.

This may seem fair reasoning but it isn't. It's the voluntary effort that makes any man valuable to his chief. Not what he does because he has to, but what he does because he wants to, marks a man for promotion in any store or office. It's not the first mile but the second that counts.

I have a practical illustration of that to tell you. It is the story of one of the most successful business men in Chicago.

"As soon as I left college," he says, "I went to work. I had to get up at half past five o'clock every morning and didn't get home until between eight and nine o'clock in the evening. I worked like a Trojan and I was perfectly happy." So far, you see, he went the first mile. Now here is the second. "I put my whole self into the job and whenever a man fell out I went to my employer and said, 'Let me take that man's work. I have been studying it and I know how to do it, and that was how I worked up.'"

A comment is made by the editor who records the story: "Not how little can I do and still hold my place, but how much can I do beyond my own duty, is the question of every successful business man." The "how little" may cover the first mile, the compelled mile, the "how much" is the second mile of something more that wins.

Now consider the principle as applied to citizenship. There is the first mile and the second mile in every man's relation to his city, his state and his country. We are compelled to obey the laws.

Second Mile in Citizenship

In our citizenship, certain obligations are forced upon us. There is the one mile that every man is compelled to go. We may be exempt from military service, but we are not from taxes, nor from ordinances of the city, nor from the laws of the state, nor from the all-powerful control of the nation.

But when a citizen has obeyed the law, and paid his taxes, and respected the demand of those in places of authority, has he done all he can? Not at all. He may have done all that he has to, but there is more, vastly more, that he can do. Beyond this one mile that you and I are compelled to go, there stretches another mile.

It is the mile of unselfish, disinterested devotion to all that affects the welfare of the city, the state and the nation.

This includes at least three things. First, to exercise the right of franchise in all elections, city, state, and national. I am ashamed, heartily ashamed, of the citizenship of any man who doesn't vote. He is not made to, no, but he can at least take that much of a part in the government of a democracy. He can volunteer that little part of a second mile. Second, he can be interested in, and work for everything that builds up a better city, state, and nation. He can support its institutions, charitable, religious, philanthropic, and civic. This he can do not simply by paying dues, but also by personal activity in their behalf. Third, he can live for his country and city in times of war and peace.

Lives that lift the type of citizenship and ennoble the generation to which a man belongs are as necessary to the national welfare as sacrifices upon the battlefield when blood has to be shed in defense of liberty.

This, too, is the spirit of Rotary. We believe in the second mile of citizenship, the mile beyond a law abiding life simply. We believe in giving to the state more than the state demands. Beyond all that the law says a citizen must do, we would do more. We go two miles when compelled to go one because, as individuals, we would volunteer an extra service. It is the extra service that makes a city, a state, and a nation great.

Consider this principle as applied to our relations with others. In every circle we have obligations to those about us. Take the one nearest to us—the home. A home may be very harmonious, splendidly regulated, and free from trouble because these mutual obligations are observed. But true happiness may not be there, and love may not be known. The necessary duties are performed, and things that have to be done are done. This, however, is just the first mile. It is the mile that is absolutely necessary to avoid disruption and to escape criticism. Every decent man feels that he must provide support for his family and be true to his family relations. Social conventions compel it.

Is there not, however, more before there can be real happiness in a home. The finer things are not required but they mean so much. The sign of affection, the farewell goodbye in the morning, the remembrance of birthdays, the occasional little gift. You don't have to do it; it's the second mile; but it means much because it isn't necessary. It's the expression of a willing service and it keeps marriage from being just a mere business understanding between two people. Tell your wife that you love her. She likes to hear it.

Outside the Home

Now go outside of the home to a wider circle. A man is compelled to be legally just with me, if he isn't I can sue him. A man is compelled to be honest with me, if he isn't I can have him arrested. A man is compelled to be law abiding in my neighborhood, if he isn't I can send him to jail. But he isn't compelled to obey the Golden Rule. He isn't compelled to be sympathetic and kind. He isn't compelled to love me and show the love by a thousand different signs. These things he doesn't have to do. He doesn't have to do them to be called a good citizen.

But if he wants to be thought a good neighbor, he must go the second mile. The Good Samaritan did. The priest and the Levite didn't have to show pity for the man who fell among thieves.

No law made that necessary. Neither did the Samaritan have to do anything. But he stopped and put the man on his beast and took him to an inn and paid his bill. Jesus called him a neighbor. Why? Because he wasn't compelled to go the second mile, but he gladly went twain.

This again I call the spirit of Rotary. The origin of the club grew out of a man's need of friends. The emphasis is laid upon friendship. Business doesn't demand it, but you want to bestow it, not because you have to, but because you are glad to. Rotary sends every man back to his home to make it a circle of unselfish devotion; it sends every man back to his neighborhood to make it a circle of helping friends.

The second mile, then, means so much. It means much to make this old hard world better. But it means much for you and me. Let me name three things it will do for us.

First, it will mean liberty. When a man goes the second mile of his own free will, it shows that he is master of the situation. It is one thing to be dragged along by duty, it is another thing to offer one's self in voluntary service.

Second, it will mean success. I have already pointed that out. It is the second mile that promotes and wins and secures desired results.

Third, it will relate us to God. It will bring us in tune with the Infinite. God's love of man is never compelled. In sending His Son into the world he went the second mile. It wasn't necessary for him to do so, but he did it of his own free grace. We shall be like Him when we do the unrequired service. Thus shall we prove our kinship to the Eternal Good and be one with the Father of us all.

—Charles Lee Reynolds, Rotary Club of Newark, N. J.

As the Wheel Goes Around

DOWN thru the years the story of the Good Samaritan has been told and retold, yet men of each succeeding generation have "past by on the other side."

Everywhere the turmoil of everyday life found men broken, helpless, and wounded by press of competition and by the coldness, neglect and indifference of their fellow men.

Men have "past by on the other side" reasoning that it was not up to them. They were too busy to get down, feeling little obligation to those who had fallen in the wayside struggle, the victims of men who were willing to gain success "not founded on the highest justice and morality."

It was men like the founders of Rotary who "had compassion" and today there are upwards of forty-five thousand Good Samaritan men of Rotary, men who get down with ever less thought of the journey's delay, personal comfort, or cost; with ever less thought of class, of creed, or self interest; men who believe in the universality of the Golden Rule that "All things whatsoever ye would that men should do unto you, do ye even so unto them."

The world has been set upon by a nation ruled by lawless, thieving men of conquest, and the men of Rotary have had a peculiar part in the struggle against their wrongs, that mankind might ever enjoy the blessings of freedom under the established law of right.

Rotary will share the Victory only as the men of Rotary are willing to get down, to pour their oil of healing upon the wound of the suffering nations, and as they will earnestly strive to raise up a generation of men who shall know duty, fair

play, and morality. The German army, that set out to conquer or destroy, was made up of the ill-taught sons of misdirected fathers and in a lesser or equally true sense, our neglected boys of today will make the men of this generation grandsires to their misdeeds of tomorrow.

One thing is certain—that the world never gains in material things, but it is made rich in finding men of true vision for the good such men bring to society.

John Poole urged the men of Rotary to become interested in the welfare of those boys who are without equal advantage to gain a right start in life. Will the men of Rotary, seeing the vision, get down and carry the boys along to the safer highways, giving them a stronger start in life; or will it be said, in this regard, when the history of the men of Rotary is written, that they "past by on the other side"?

All nature's atune to the plan of Creation,
But mankind discordant, oft works desecration,
Being lured by vain dreams of self-glory and pelf.
He loses all else, whose goal is himself;
For the world's ne'er enricht by conquest of things,
Save in men of true vision for the good that it brings;

Upraised be their standards, afloat to the sky,
O'er free nations united that injustice may die.

—Ray S. Brown, Rotary Club of Allentown, Pa.

"Religious Influence of Rotary"

ROTARY is founded upon religion, but it is not a religious organization. Its symbol is the wheel of the prophet Ezekiel—"There is a wheel within a wheel," a secret wheel of Providence who shapes our ends and allows not the race to the swift or the battle to the strong. Its creed is **HE PROFITS MOST WHO SERVES BEST**, but this creed is hypocrisy unless it is based upon religion.

It has been said truly that the man who is honest only because it is the best policy is not an honest man, and it is equally true that the Rotarian who serves best only because it profits most is not a true Rotarian. The motive must be God-given, and this is what I mean when I say that Rotary is founded upon religion. And because Rotary is founded upon religion it will not permit at its meetings anything that is coarse or vulgar or irreligious.

Here brotherhood finds its best exemplification, where race and class and ecclesiastical creed cannot enter, but where men know men as men, and learn to love them for what they are, and not for what they have or profess to be.

Here we understand men, and understanding them, we lose our prejudices and our animosities which destroy brotherhood. It was a heathen philosopher who said: "How can I hate a man I know?"

It is the spirit of comradeship that makes Rotary one of the greatest religious influences of our times. Rotary makes men rational by making them religious in the sense of stewardship, fellowship and service.

—William B. Beach, Rotary Club of Scranton, Pa., in three-minute talk before club.

Elements of Success

PERSONALITY: Business success is largely dependent upon personality, but there are twelve other important factors that should not be overlooked or forgotten.

APPEARANCE: Good clothes aid the appearance but the smile that radiates cordiality, that inspires confidence, that spells welcome, is the real appearance that makes friends.

HABITS: There is no doubt that habits help greatly to lift one up or hold one down. It is as easy to cultivate good habits as it is to cultivate habits that are hurtful.

CHEERFULNESS: The funereal faced man has no good place under the sun; the kicker, the knocker, the always on-the-other-side fellow handicaps no one more than himself. Cheerfulness creates harmony, increases efficiency, and promotes prosperity.

INTEGRITY: Truth always shines like the stars in a clear sky; truth is essential to true business success; more, it is indispensable.

ENTHUSIASM: The right kind of enthusiasm, the substantial kind, is a natural action that comes from a heartfelt interest in the work to be done and a determination to do it. The enthusiasm that is an essential element of success is not that manifested in pyrotechnical oratory or just rushing about.

KNOWLEDGE: The source of knowledge is the universe. Knowledge is not inborn; it must be acquired. The man always on the hunt for knowledge is the man most likely to succeed. To gain knowledge, it is necessary first to realize a lack of it.

ENERGY: The lazy and sleepy man seldom gets anywhere; when he does, it usually is too late. Energy means intelligently directed activity.

PERSISTENCE: This is twin brother to Tenacity. The man who never quits is admired. The world has no use for the quitter.

SINCERITY: No matter how clever a man may be, if he is not sincere he is counterfeit and it is only a question of time when his insincerity will be discovered. Sincerity is a precious factor in achieving success.

JUDGMENT: Good judgment comes from and depends upon knowledge. A correct decision cannot be made without an understanding of the various phases of the problem.

DECISION: A man may possess the knowledge

required to form good judgments, and still lack the necessary decision that will make him a business success. The vacillating, hesitating, continually deferring man, lacks the decisiveness necessary to give proper directing force to his energy.

SERVICE: This is the one all-comprehending factor in any success. To render the best service is to serve with the idea of benefiting your patrons as well as yourself. Rotary service in business means cooperation between yourself and the man on the other side of the desk or the counter. Rotary service in its broadest sense means cooperation between yourself and every other citizen for the good of the community. The rendering of such service enlarges the vision of the business man; it gives him a more attractive personality, a more pleasing appearance; helps him to cultivate better habits; adds to his cheerfulness; strengthens his integrity; arouses the right kind of enthusiasm; causes him to acquire greater knowledge; increases his energy; makes for a stronger and better directed perseverance; develops his sincerity of motive; clarifies his judgment; quickens and strengthens his decision. He never really fails who truly practices the precept **HE PROFITS MOST WHO SERVES BEST**. —P. Jenkins.

Success

JULIUS CAESAR conquered the known world and made every nation pay tribute to him as the master of Rome. He lived about two thousand years ago but there is a road in England and Scotland 500 miles long which Caesar built—and it is a better road today than the best roads in the United States with a very few exceptions. There are other roads like that which Caesar built in Italy and in other places.

Measured by the standards of those days Caesar was a great success and men envied him his power. In fact, they envied him so much that they killed him, with the idea that they could take his success for themselves.

But none of the men who helped to kill him ever attained the success that Caesar did. Any man who will dig down into one of those old roads that Caesar built can find the reason. Caesar chose the strongest and bravest men for his army and he armed them with the best arms that were made in those days. But in order to conquer the world and keep it conquered, he had to move his troops rapidly from place to place to subdue people who rebelled against his authority. He couldn't do that without good roads. Good roads that would last, cost more than poor, temporary roads, but the success of Caesar's campaign depended on good roads and he built them to last forever.

The farmer who wants to succeed may well study the methods of this old conqueror of the world not only in the matter of road building but in all the things that help to make success. The best farm implements, the best barns, the best livestock, the best farm methods are just as essential to the success of the farmer today as good roads were essential to the success of Julius Caesar two thousand years ago.

—Successful Farming.

Depends Upon the Viewpoint

"Here is an anagram describing something women should have and use; it's O-T-S-V-E," said the man puzzle-giver.

"I know the answer," said the suffragist. "It's votes."

"Wrong," growled the man who was an anti. "It's stoves."

"Systemitis"

Oh, isn't it great to be up-to-date
And live in this year of grace,
With a system and place for everything
Tho nobody knows the place.

We've an index card for each thing to do
And for everything under the sun;
It takes so long to fill out the cards,
We never get anything done.

We've loose-leaf ledgers for saving time—
The Lord knows what they cost;
But half of our time is spent each day
Hunting for leaves that are lost.

It's sectional this and sectional that;
(We'll soon have sectional legs);
I dreamt last night that I made a meal
Of sectional ham and eggs.

I dreamt I lived in a sectional house
And rode a sectional 'Hoss,'
And drew my pay in sections from
A sectional section boss.

Oh, isn't it great to be up-to-date
And live in this year of grace,
With a system and place for everything,
Tho nobody knows the place?

—Clift.

How to Conduct a Meeting

By Geo. M. Mc Cole

PARLIAMENTARY law means a system of common rules to govern and regulate deliberative assemblies. Its object is to enable an organization to accomplish a purpose for which it is organized. In doing this, order must be kept and business expedited.

The term *parliamentary* originated from the English parliament, the first assembly in history to formulate a complete system of procedure, such as has come down to our times.

However, the usages of the English Parliament are in many ways peculiar to that body alone. The same may be said of many of the parliamentary rules in common usage in the Congress of the United States.

A great many manuals of parliamentary laws have been published, each seeking to report what the author considered the best usage but no two agreeing in every detail of practice. Of the many writers, Thomas Jefferson was perhaps the greatest of them all, and his manual was the first published in the United States. Others in common use are Roberts, Reed and Cushing.

They are all accepted authorities, altho they may be different in minor points. Minor, however, is not a well chosen word, for in parliamentary law a minor point may on the instant become the keystone of the whole discussion. General usage is the ultimate authority and this usage has been the slow evolution of many centuries. It has been added to now and then by legal minded philosophers and "infiltrated with the common sense of the many," so that while even yet it is not a perfect system, it is well adapted to the needs of ordinary assemblies.

Parliamentary law may vary in the details of its rules, but underlying it all there are found four invariable foundation principles upon which every portion of its superstructure rests. They are: (1) Justice and courtesy to all. (2) One thing at a time. (3) The rule of the majority. (4) The rights of the minority.

Obtaining the Floor

1. The member must rise and address the chairman by his proper title.

2. Recognition must be received from the chairman.

3. When two or more seek recognition at the same time.

a. The maker of a motion is entitled to recognition first in debate on his motion;

b. The member on the opposite side from the last speaker is entitled to recognition over one on the same side;

c. The member that has not yet spoken on a motion is entitled to recognition over one that has spoken;

d. The one who seldom asks the privilege of the floor should be preferred to one who frequently secures it;

e. In other cases the one first addressing the chair is entitled to recognition.

4. If the chairman prefers, he may ask the assembly to decide by vote who is entitled to the floor.

5. A member who remains standing while another is speaking, or who rises before the floor is relinquished by another speaker, or who ap-

proaches the presiding officer in order to secure attention is not entitled to recognition.

Methods of Introducing Business

1. The motion may be made only by a member who has obtained the floor.

2. The motion must be seconded by another member, who does not need to obtain the floor. The following are exceptions and do not require seconding:

- A Call for the Order of the Day;
- A Point of Order (not an appeal); Question of Privilege;
- An Objection to the Consideration of a Question;

3. The motion must be stated by the presiding officer. If he refuses, the mover may himself put the question to vote. Motion should be stated in as few words as possible. It is wise to have a friend ready to second the motion.

Debate

1. In debate a member must first obtain the floor.

2. Except in very small assemblies a member should stand while speaking, if physically able.

3. A member should address his remarks to the chairman.

4. When the floor is obtained, it may be held except when someone wishes:

- To object to the consideration of a main question before there has been any debate on it;
- To call for the Order of the Day;
- To move a Question of Privilege;
- To have entered on the minutes a motion to reconsider a vote. A motion can never be reconsidered. It is the vote on motion that is reconsidered.

5. In debate one must confine one's self to the question before the assembly.

6. One may *discuss measures*, but *not motives* or *personalities*.

7. In referring to an officer or other member, one should avoid using the other's name.

8. The maker of a motion may not speak against his own motion.

9. When a member reports a measure from a committee, he may not in any way be deprived of his right to close the debate.

10. A member may speak only once on a Question of Privilege.

The Spell of Rotary

R—is for the Rules that make for friendship,

O—that it's the One and Only thing

T—is for the Times we have together

A—is for the After-dinner sing.

R—is for the Rousing cheers we furnish

Y—the Youthful spirit that prevails.

Put them all together they spell Rotary,

The only club that never fails.

—J. C. Moore,

Rotary Club of Halifax, N. S.

11. In cases other than the two immediately preceding, a member may speak only twice, and the second time only after every member choosing to speak has spoken once.

12. Unless otherwise provided, the time limit of debate is ten minutes.

13. A debatable question is open to debate up to the time the negative vote is called for. Any one rising before the negative is put, however, if not recognized by the chairman, may hold his place and the question will then be as if it had not been put at all.

14. When the chairman rises to speak within his privilege, a member speaking must yield the floor till the chairman finishes.

15. When a speaker yields the floor by request for a temporary purpose, or for a proper parliamentary interruption, he does not lose his right to finish his speech when the interrupting matter has been disposed of.

16. When a member's remarks are deemed improper he may be set in order according to the procedure outlined under Questions of the Order.

One of the most difficult of presidential arts to acquire is the habit of referring to oneself while presiding, in the third person. As a presiding officer one is really not one's self, but one is now "the chair." Instead of his saying, "I am unable to decide," "I will appoint Mr. Smith to serve in my place," etc., he will say, "The chair is unable to decide," "The chair will appoint Mr. Smith to serve in his place," etc.

Self-control, clear headedness, fairness, firmness, courtesy, tact and ability to get things done are important characteristics of a good chairman.

Power of Chairman

1. To call the assembly together at the appointed time.

2. To conduct and direct the business of the assembly.

3. To assign the floor to a member desiring to speak.

4. To state all motions properly coming before the assembly.

5. To restrict debate to the question under discussion.

6. To decide points of order promptly and to answer parliamentary inquiries that are not anticipatory.

7. To keep any matter of business clearly before the assembly until it is finally disposed of.

8. To put a question to vote at a proper time and to announce the result of a vote distinctly.

9. To sign all acts, orders, etc., necessary to carry out the will of an assembly.

10. To represent and stand for the assembly, declaring its will and obeying its commands.

11. To rise and stand before the assembly in the following cases:

- When stating a question;
- When putting a question to vote;
- When announcing the result of a vote;

d. When speaking on a question of order.

12. To use his official title, or say "The chair," when referring to himself; pronouns referring to himself should be in third person.

13. To know all about parliamentary law, but try not to show off his knowledge of it.

14. To become excited, angry or partisan under no circumstances whatever.

15. To protect a speaker in his right to address the assembly.

16. To refrain from debating or discussing a question while presiding.

17. To be absolutely fair and impartial.

18. To tactfully encourage a timid member and skillfully repress an overzealous one.

19. To state a motion in the words in which

it was originally offered or with changes acceptable to the maker of the motion.

Committee of the Whole

As a parliamentary device the committee of the whole came into existence in the days of autocratic kings. At that time the Speaker in Parliament had to be one acceptable to the king, and of course only those were approved for the position who would report to the sovereign the attitude of the house.

Then it was that Parliament provided that the whole assembly should constitute a committee to consider important matters, and, as a committee, they could elect their own chairman and exclude all who were not members of the committee. In these committees the members talkt freely and voted without restraint, as no record was made of speech or vote, and at the end of the sitting prepared a report of their conclusions, to be re-

ported to themselves, sitting as a parliament with the king's minion again in the chair.

In our day the committee of the whole is a much-used method in the making of our laws. With us the people are sovereign, and there are of our legislatures members who vote and speak differently in the committee of the whole than in the regular assembly, where a record is made of speech and vote. But for all this, the greater freedom of discussion afforded in this committee fully justifies the widespread use of this method of procedure.

Note: Dr. George M. McCole, member of the Rotary Club of Great Falls, Mont., read the foregoing at a meeting of his club. Then the club resolved itself into a committee of the whole and gave a practical illustration of the paper, resolutions were made and amendments offered with the usual snarls and complications. It was an interesting and instructive meeting.

Spiritual Unity of Humanity

THE most important fact of the present age is that all the different races of men have come close together. The problem is whether the different groups of peoples shall go on fighting with one another or find out some true basis of reconciliation and mutual help; whether it will be interminable competition or cooperation.

I have no hesitation in saying that those who are gifted with the moral power of love and vision of spiritual unity, who have the least feeling of enmity against aliens, and the sympathetic insight to place themselves in the position of others, will be the fittest to take their permanent place in the age that is lying before us, and those who are constantly developing their instinct of fight and intolerance of aliens will be eliminated.

For this is the problem before us, and we have to prove our humanity by solving it thru the help of our higher nature. The gigantic organizations for hurting others and warding off their blows, for making money by dragging others back, will not help us. On the contrary, by their crushing weight, their enormous cost and their deadening effect upon the living humanity, they will seriously impede our freedom in the larger life of a higher civilization.

During the evolution of the Nation the moral culture of brotherhood was limited by geographical boundaries, because at that time those boundaries were true. Now they have become imaginary lines of tradition divested of the qualities of real obstacles. So the time has come when man's moral nature must deal with this great fact with all seriousness, or perish.

The first impulse of this change of circumstance, has been the churning up of man's baser passions of greed and cruel hatred. If this persists indefinitely and armaments go on exaggerating themselves to unimaginable absurdities, and machines and storehouses envelop this fair earth with their dirt and smoke and ugliness, then it will end in a conflagration of suicide. Therefore man will have to exert all his power of love and clarity of vision to make another great moral adjustment which will comprehend the

whole world of men and not merely the fractional groups of nationality.

The call has come to every individual in the present age to prepare himself and his surroundings for this dawn of a new era when man shall discover his soul in the spiritual unity of all human beings.

If it is given at all to the West to struggle out of these tangles of the lower slopes to the spiritual summit of humanity, then I cannot but think that it is the special mission of America to fulfil this hope of God and man. You are the country of expectation, desiring something else than what is. Europe has her subtle habits of mind and her conventions. But America, as yet, has come to no conclusions. I realize how much America is untrammelled by the traditions of the past, and I can appreciate that experimentalism is a sign of America's youth. The foundation of her glory is in the future, rather than in the past, and if one is gifted with the power of clairvoyance, one will be able to love the America that is to be.

America is destined to justify Western civilization to the East. Europe has lost faith in humanity, and has become distrustful and sickly. America, on the other hand, is not pessimistic or blasé. You know, as a people, that there is such a thing as a better and a best, and that knowledge drives you on.

There are habits that are not merely passive but aggressively arrogant. These are not like mere walls but are like hedges of stinging nettles. Europe has been cultivating these hedges of habits for long years till they have grown round her, dense and strong and high. The pride of her traditions has sent its roots deep into her heart.

I do not wish to contend that it is unreasonable. But pride in every form breeds blindness at the end. Like all artificial stimulants its first effect is a heightening of consciousness and then with the increasing dose it muddles it and brings an exultation that is misleading.

Europe has gradually grown hardened in her pride of all her outer and inner habits. She not

only cannot forget that she is Western, but she takes every opportunity to hurl this fact against others to humiliate them. This is why she is growing incapable of imparting to the East what is best in herself, and of accepting in a right spirit the wisdom that the East has stored for centuries.

In America national habits and traditions have not had time to spread their clutching roots around your hearts. You have constantly felt and complained of its disadvantages when you compared your nomadic restlessness with the settled traditions of Europe—the Europe which can show her pictures of greatness to the best advantage because she can fix it against the background of the past.

But in this present age of transition, when a new era of civilization is sending its trumpet call to all peoples of the world across an unlimited future, this very freedom of detachment will enable you to accept its invitation and to achieve the goal for which Europe began her journey, but lost herself midway. For she was tempted out of her path by her pride of power and greed of possession.

Not merely your freedom from habits of mind in the individuals, but also the freedom of your history from all unclean entanglements, fits you in your career of holding the banner of civilization of the future. All the great nations of Europe have their victims in other parts of the world. This not only deadens their moral sympathy but also their intellectual sympathy, which is so necessary for the understanding of races which are different from one's own.

In fact, you are carrying all the responsibility of a great future because you are untrammelled by the grasping miserliness of a past. Therefore, of all countries of the earth America has to be fully conscious of this future, her vision must not be obscured and her faith in humanity must be strong with the strength of youth.

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Standing of Clubs in International Rotary Attendance Contest for Month of February 1920

THERE are several newcomers in all the high Divisions this month. Topeka heads the list in Division B, but they need not feel to complacent about it, for they only held one meeting during the month.

Evidently San Diego is not easily discouraged. Last month they were ruled out of the high ten of Division B by .58, Tulsa being their rival for the tenth place. But like the celebrated penny, they are back again this month, and have our best wishes for a long reign.

We really feel sorry for Newark (N. J.). After being among the high ten in their Division for sixteen consecutive months, they have at last been ousted. Their percentage was 76.9 or almost two per cent below the tenth club in Division B this month.

San Francisco, Oakland and Indianapolis still hold forth in Division A. They seem secure but now that Newark has fallen, we shall not be a bit surprised if one of them is nosed out one of these days.

Oklahoma City almost put Vancouver out of the running this month. Their percentage was 71.5 or .25 less than Vancouver's. We're rooting for Oklahoma City and hope they get in next month. Variety is the spice of life, you know, and the clubs in Division A need a little stirring up. The same clubs are making the high ten every month. If some of the "almost-make-its" would try just a little harder, we'd have some real rivalry.

At last Long Beach has fallen from its 100 per cent perch. That eight 100 per cent meetings is a record, no one can deny. However, we're rather glad they stopped for we've been pestered to death with inquiries from all over the country asking "how they do it." Still, they again head Division C with 96.42.

Hurrah for Effingham, Ill.! They were affiliated the 1st of February, have held three meetings during the month with every member present at each meeting. They have certainly started off with a bang, and the fact that their first month of existence as a Rotary Club has been 100 per cent, augurs well for the future.

The attendance percentage for almost every district is lower this month because of the influenza epidemic. Many of the clubs were only allowed to hold one or two meetings and eight or ten were not permitted to meet at all.

It is surprising that the "best district in International Rotary" (according to the 23rd District Clubs) has fallen to seventh place in point of district percentage. However, two of their clubs did not meet because of the epidemic. Roger Motten's district is coming right along. There seems to be keen rivalry between Districts 21 and 23.

- Division A—Clubs having more than 200 members.**
- Division B—Clubs having between 100 and 200 members.**
- Division C—Clubs having between 50 and 100 members.**
- Division D—Clubs having less than 50 members.**

Only those clubs whose reports have come thru the District Governors' hands to the Headquarters office by the 15th of the subsequent month are considered in the competition.

NOTE—Bold-face figures before names of clubs designate number of times in succession clubs have appeared in list.

Name of Club	Membership	Number of Meetings	Average Attendance	Average Percentage
DIVISION A—Ten Highest				
2 Los Angeles, Cal.	220	4	180	81.81
3 Worcester, Mass.	226	4	179	79.20
16 San Francisco, Cal.	298	4	233	78.18
16 Oakland, Cal.	214.5	4	164	76.41
5 Portland, Oregon	290.75	4	221.75	76.26
9 Tacoma, Wash.	222	4	165.5	74.54
6 Albany, N. Y.	201	4	149	74.12
16 Indianapolis, Ind.	294	3	215.3	73.23
Winnipeg, Man.	222	4	161	72.52
2 Vancouver, B. C.	216	4	155	71.75
DIVISION A—Five Lowest				
2 Chicago, Ill.	357	5	177.2	49.62
Boston, Mass.	222	4	110	49.54
4 Cleveland, Ohio	347	5	124	35.73
16 New York, N. Y.	498	4	168	33.73
2 Brooklyn, N. Y.	323	2	107	33.12
DIVISION B—Ten Highest				
Topeka, Kan.	113	1	109	96.46
17 Birmingham, Ala.	173.5	4	153	88.18
Beaumont, Texas	139	4	122	87.76
17 Davenport, Iowa	144.5	4	123	85.12
2 Bellingham, Wash.	114.5	4	95.2	83.14
San Diego, Cal.	133	4	110	82.70
Lynn, Mass.	101.2	4	83	82.01
Charleston, W. Va.	136	4	110	80.88
2 Tulsa, Okla.	121.75	4	96.7	79.42
Peoria, Ill.	136.75	4	108.25	78.35

DIVISION B—Five Lowest				
Trenton, N. J.	111	4	50	45.04
Huntington, W. Va.	160	4	71	44.37
Springfield, Mass.	173.5	4	75.5	43.51
Augusta, Me.	101	2	41	40.59
3 Paterson, N. J.	110	3	31	28.18

DIVISION C—Ten Highest				
4 Long Beach, Cal.	56	3	54	96.42
4 Windsor, Ont.	73	2	70	95.89
4 Berkeley, Cal.	73.75	4	70.5	95.59
3 San Jose, Cal.	78.5	2	75	95.54
Boulder, Colo.	57	1	54	94.73
2 Arkansas City, Kan.	53	2	49.5	93.39
Henderson, Ky.	53	4	49.25	92.92
2 Gainesville, Fla.	52.5	4	47.5	90.47
2 Waukegan, Ill.	53	4	47.5	89.62
Washington, Ind.	60	4	53.75	89.58

DIVISION C—Five Lowest				
Matanzas, Cuba	52	2	26	50.00
Corpus Christi, Tex.	59	4	27.2	46.10
Newport News, Va.	59	2	27.5	46.61
Haverhill, Mass.	89.5	4	42	47.03
Fitchburg, Mass.	83	4	33	39.75

DIVISION D—Ten Highest				
Effingham, Ill.	15	3	15	100
Jeffersonville, Ind.	29	2	28.5	98.27
2 Princeton, Ind.	41	4	39	95.12
Peru, Ind.	27	3	25.66	95.03
Junction City, Kan.	29	4	27.5	94.82
McPherson, Kan.	27	1	25	92.59
Pawtucket, R. I.	18	4	16.6	92.20
2 Dover, Ohio	17	4	15.5	91.17
Clarksville, Tenn.	41	4	37.25	90.85
Coshocton, Ohio	42	4	38	90.47

DIVISION D—Five Lowest				
Huron, S. D.	49	4	26.25	53.57
Santiago de Cuba, Cuba.	44.2	5	23.8	53.84
2 Bronx, N. Y.	45	2	24	53.33
Ponce, P. R.	31	4	15.5	50.00
Victoria, Tex.	35	1	17	48.57

FEBRUARY ATTENDANCE REPORTS FROM DISTRICT GOVERNORS

(In order of percentages)

District	Name of Governor	No. of Clubs in District	No. of Clubs Not Reporting	Average Membership of Clubs	Average Per Cent Attendance of All Clubs in District	No. of Clubs Reporting Average Per Cent of Sixty or Above
21	Roger H. Motten.....	15	..	55.50	77.22	15
22	C. M. Williams.....	13	..	135.46	75.65	13
19	C. C. McCullough.....	9	..	96.52	75.01	9
12	Jas. O. Craig.....	29	..	74.11	73.62	25
17	Robt. H. Timmons.....	57	2	69.88	73.44	53
14	Benj. C. Brown.....	24	..	66.83	72.25	24
23	Alex. Sheriffs.....	16	2	119.16	71.63	14
6	Edwin C. May.....	26	..	80.26	67.90	19
16	Chas. Strader.....	38	3	68.93	67.52	33
11	Chas. E. Watkins.....	42	4	64.97	65.58	33
8	Truman L. McGill.....	39	4	67.24	65.29	31
9	H. E. Van de Walker.....	20	1	89.12	64.70	16
18	Robt. E. Vinson.....	26	2	101.75	63.85	18
5	Ralph W. Cummings.....	27	..	99.99	63.11	17
1	George S. Inman.....	4	..	80.18	63.00	2
13	I. L. Graves.....	15	1	92.28	61.91	13
20	Joe T. Young.....	22	3	56.15	61.00	14
2	Chas. W. Lovett.....	26	..	89.05	60.88	11
15	Harry B. Cradick.....	32	5	67.85	60.80	23
3	Thos. C. Sheehan.....	24	2	103.68	55.51	16
10	Jno. R. Bentley.....	27	5	117.31	52.67	16
7	Rogers W. Davis.....	28	5	58.07	45.16	15
4	F. A. Lidbury.....	Report not received				

Total number of districts reporting	22
Total number of district not reporting	1
Total number of affiliating clubs (February 29, 1920).....	617
Total number of clubs reporting	521
Total number if clubs not reporting	66
Clubs at large and in British Isles (no report required).....	30
Total number of clubs reporting no meetings held.....	9
Total number of clubs reporting average percent of 60 or above.....	430
Average percent of districts in U. S., Canada and Cuba.....	65.35

Rotary Alrededor Del Mundo

Por Daniel B. Ledo

LEEMOS en uno de los principales diarios de Buenos Aires que tan pronto la prensa bonaerense se encargó de divulgar la noticia de la formación de un Rotary Club en aquella ciudad, empezaron a llover en la secretaría del club solicitudes de aspirantes a socios, pensando, sin duda, que los Rotary clubs se mueren por aumentar el número de miembros y que estos son admitidos a trochemoche; pero, el secretario del club, don Teodoro H. Bourse, no vaciló contestar a los solicitantes "cantándoles las cuarenta" o en términos más adecuados, aplicándoles las cláusulas de los estatutos del club que (lo "mismo" que los de los demás Rotary clubs) dicen que solamente personas propuestas por miembros del Rotary Club pueden formar parte de éste y tales propuestas serán única y exclusivamente consideradas cuando el propuesto varón o "doble varón" no venga a representar en el club una profesión, ocupación o negocio que duplique una clasificación del club. Cuando decimos "doble varón" nos referimos a aquellos que pudieran muy bien ser también "barones" can b de buey, pues en Rotary no hoy excepciones ni para los que son varones con toda clase de "bebés." Es verdaderamente interesante y halagüeño ver como los rotarios de Buenos Aires cumplen sin reserva las reglas de la institución a pesar de ser tan jóvenes en Rotary. Esto nos hace pensar que mientras son jóvenes en Rotary son viejos en edad, dignidad y gobierno.

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EN otro periódico leemos también algo sobre las muchas actividades del Rotary Club de Montevideo y dice el colega que el secretario de este espléndido club está haciendo el inventario de todo lo que metió en las maletas que ya tiene listas para salir para los Estados Unidos. El secretario del club, don Heriberto P. Coates (el "insustituible" como lo apodan sus compañeros rotarios) viene vía Santiago de Chile y Valparaíso y parará unos cuantos días en cada una de estas dos ciudades con el fin de estudiar las probabilidades que existen para establecer Rotary clubs. El señor Coates permanecerá en los Estados Unidos hasta después del congreso anual de los rotarios que tendrá efecto en Atlantic City la última semana del próximo junio. Este viaje que él hace que coincide con la fecha en que se celebra el congreso rotariano da una prueba más de su entusiasmo y del entusiasmo de los demás rotarios de Montevideo que a pesar de la gran distancia que los separa del "home" de International Rotary no quieren que el club quede este año sin ser representado en el congreso rotariano. Habiendo sido el señor Coates el primero que dió a conocer la organización en Sud América, sus compañeros saben bien que el representante que mandan a Atlantic City ha de dejarlos en el alto puesto que se merecen. Nuestra bienvenida al querido rotario Coates y acompañantes.

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DE Cuba. Uno bien puede ser mucho menos aventurero que fué Cristóbal Colón y, sin embargo, puede aventurarse a decir que no bajará de cien el número de Rotarios que vendrán al congreso rotario el próximo junio. Muchos

rotarios cubanos hacen, generalmente, un viaje de negocios a los Estados Unidos una vez al año y este año unos adelantarán el viaje y otros lo retardarán para que tal proyectados viajes coincidan con la fecha del congreso rotariano. Esta conjetura de "cien por lo menos" es el vaticinio de uno que no ha estado en Cuba recientemente y no conoce palpablemente la obra y entusiasmo de los rotarios de la vecina isla. El gobernador del octavo distrito de International Rotary no está de acuerdo con mis pronosticaciones y augurios, pues, él dice que espera ver en Atlantic City más de cien. Dice además: "Cuando desembarqué en la Habana fuí recibido por un grupo de rotarios y me extrañó ver que muchos de ellos vestían "overalls." La curiosidad me hizo preguntar a qué obedecía aquello y la respuesta fué que los estivadores estaban en huelga y el hambre amenazaba la ciudad mientras barcos procedentes de otros puertos esperaban por alguien que descargara las cien diferentes clases de mercancía y la repartieran en donde correspondiera. Los rotarios fueron los primeros que por amor a la palabra "SERVICIO," que es el lema de todos los Rotary clubs, abandonaron sus oficinas de negocios y bufetes y corrieron a cargar y descargar bultos en los muelles de la Habana."

Al siguiente día el gobernador asistió a la sesión del club y quedó encantado al ver el gran empeño con que se discuten los problemas locales y se pasan resoluciones sin pensar en cantos ni chistes cuando la situación local o nacional requiere el servicio de sus ciudadanos. Termina el gobernador diciendo que regresa de su visita a los clubs de Cuba admirado de lo bien que allí se interpretan los objetos de Rotary y de lo activos que son los clubs cubanos, y la única pena que la acompañó en su retorno fué la de



Sr. Carlos Alzugary, President of the Havana Rotary Club.

no haberle sido posible visitar todos los Rotary clubs de la vecina isla a causa de la huelga de ferroviarios que también se declaró en Cuba la misma semana que llegó allí.

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DE Shanghai (tierra de Confucio) nos dicen que por lo de pronto podemos contar en el congreso de Atlantic City con el presidente Petit y el secretario Treadwell y entre hoy y el día que estos señores se embarquen para los Estados Unidos es muy probable que algunos miembros más de aquel progresista club del que fué Imperio Celeste se enusiasmen y nos vengan a contar en persona cual es la causa de que chinos y japoneses hagan pensar al mundo en una futura guerra entre estos dos pueblos. Aseguramos a los Rotarios de Shanghai que también serán bien recibidos, pero, no nos haremos responsables de lo que les pase si se les ocurre traer pipa china y opio. Recuerden bien que ya no tenemos whiskey ni cerveza ni queremos saber nada con cosas que le hagan olvidar a uno si está atendiendo a sus propios negocios o a los del prójimo.

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A CERCA de España unos nos dicen que las probabilidades de introducir Rotary en aquel país son muy pocas a no ser que empecemos por Barcelona debido a que el espíritu de unión y asociación no prevalece allí. Los que esto dicen deben referirse a la clase alta porque, según nos cuenta el cable, entre la clase trabajadora son ya muy contados los que no pertenecen a un sindicato o unión y si así va la cosa muy pronto empezarán a organizar perros y gatos. Otros dicen que el pueblo español no cree en dar algo por nada. Al fin (y vale más tarde que nunca) España se ha dado cuenta que no pagó ser, por espacio de siglos, la nación más generosa de la Tierra ni siquiera el haber dado un mundo al mundo. Empezando por la ciudad condal, como dicen, las otras ciudades españolas cogerán envidia y empezarán a formar Rotary clubs en menos que canta un gallo ¡Pobre España! ¡Qué lástima que tus hijos hagan las cosas por envidia y no por convicción!

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EN Calcuta (India inglesa) hace seis meses que está funcionando un Rotary Club y otras ciudades tendrán muy pronto Rotary clubs.

En Africa del Sur también están muy adelantados los trabajos de organización y pronto, según nos dicen nuestros corresponsales, se formarán Rotary clubs en Johannesburg, Pretoria y otras ciudades.

En Nueva Zelanda y Australia también se toma empeño en la institución de Rotary clubs.

De varias ciudades de Grecia, Egipto e Italia se ha recibido correspondencia en las oficinas centrales manifestando el deseo de obtener autorización para organizar Rotary clubs.

La organización del Rotary Club de París se ha encargado a los clubs de Inglaterra y este club está ahora en vías de organización.

Un japonés (ex miembro del Rotary Club de Dallas, Texas,) se fué a Tokio provisto de credenciales para formar Rotary clubs en el Japón.

Rotary Club Publicity

By Guy Gundaker, Chairman Committee on Publicity, I. A. of R. C.

IN view of the fact that Chairman Bob Timmons, of last year's Committee on Publicity, warned the Convention at Salt Lake City that Rotary's publicity program of the future would, in a large measure, determine the life or death of Rotary as a dynamic force, it is very important that all Rotarians should know something about the subject of publicity.

Publicity is free advertising. In the present day, to get something for nothing requires strategy, finesse, efficiency, and knowledge. Viewed in this light, publicity can only be secured if the man seeking it thoroughly understands what it is and how to get it.

It is absolutely necessary for those seeking publicity to have clearly in mind the meaning of the word "news." Not every event which occurs, speech which is uttered, or thing done, is news. News is, briefly, what people like to read.

At the Rotary club meeting, if a member classified as druggist talks about his business, his fellow-members gain a widening of their business vision, and an added knowledge, which is news to them, but it is not news in a publicity sense. If, on the other hand, the same member talking of his business—drugs—connects with it the statement of the increasing price of drugs since the World's War, facts concerning cessation of foreign shipments, instances of the replacement of foreign chemicals by those of home manufacture, the discovery of a new potash bed, THEN his talk rises from the commonplace to the "sought material" for the newspaper—namely news. Any talks on topics of general public interest and public comment, naturally make news.

Object of Publicity

What is the object of publicity? It has many definite purposes, varying in degrees of worthwhileness. The conspicuous purpose of Rotary publicity is to supply education, general information, right attitudes of mind toward business, civic, and international questions, stimuli to community service work, and to crystallize public sentiments.

In order for Rotary to perform this useful service in the community and have its publicity received with respect and belief in its integrity, it is absolutely necessary that the club's standing in the community must be unquestioned. Most clubs gain a character reference in a community thru their community services.

The local club seeking publicity should function thru examples of exemplified high standards of business principles of the members, activities of the members in craft or professional associations, civic or commercial bodies and community service work, the club luncheons and evening meetings, and the local happenings of the club itself.

I have placed these various functions in the order in which I hold their value to the main object of publicity. It is the last named function which is most generally emphasized by local clubs, and it is the one which is relatively the least important.

While it is a fact that the most worthy pub-

licity for clubs comes thru the ethical standards practised by Rotarians and their activities in trade, professional, commercial, and community service organizations, it must be remembered that the club meetings are the main source of supply for publicity which finds its expression in the newspapers.

In a very practical way let me suggest certain methods which will secure increase local club publicity. The publicity problem increases in complexity with the increase size of the town and the increase number of newspapers.

FIRST—The right selection of the local committee on publicity is a matter of great importance. The publicity committee should be made up of the best talent in the club, big men who are willing to do detail work in the service of Rotary.

Starting Work Right

SECOND—Now with a good committee, let us consider its work. Since local publicity is contingent on the news value of the club meetings and its community services, there must be a working cooperation between the publicity committee and the committees which supply the news.

The first meeting of the publicity committee should be held immediately after its appointment. It should have as guests the chairman of the luncheon, dinner or entertainment, boys' work, community service and public affairs committees; also, any special committees dealing with municipal affairs, port development, etc.

The chairman of the publicity committee should define "news"; request the chairman of the committee which arranges for the speakers to secure advance copy of speeches; suggest principles in the arrangements of a series of meetings which spell success from a publicity standpoint; insist on the inclusion of something of news value at each meeting; admonish the committee chairmen on boys' work, public affairs, community service, that their activities are most fertile fields for producing publicity, etc., etc. If the chairman can secure the unqualified cooperation of those present in the lines suggested, the local club publicity is half accomplished.

THIRD—The next step is a luncheon or dinner given by the publicity committee to the reporters who will cover the Rotary meetings. The main object is acquaintance and to promote a friendly attitude of the representatives of the press. The affair should be strictly informal, with plenty of good eats, smokes, etc., and *should avoid a discussion of what the club desires from the guests.* At the close of the meeting the chairman should express pleasure at their attendance and give all a most cordial invitation to be present at all of the Rotary meetings.

FOURTH—The announcement of the program for the meeting is the first opportunity for publicity. This announcement should be sent to the city editors in news form—the name of the speaker—his craft or professional position and honors. As his selection is usually based on eminent fitness to discuss his subject, give the editor some facts. In addition to notes on the

speaker or his subject, state any proposed action by the club or any particular service activities in which it is engaged.

FIFTH—The advance copy of the talk to be given should be in the hands of the publicity committee at least 48 hours before the meeting. This must be read by one familiar with news value. If the news element is weak the publicity chairman, who, at meetings should sit to the right of the speaker, can deftly suggest that the members would be much interested in hearing about this, that, or the other. Many a commonplace talk has secured wide featuring in the newspapers thru casual suggestions of the publicity chairman. Selections from the advance copy should be prepared for the use of the reporters—one for each paper. Unrepresented papers should receive copies by messenger.

Uses of Press Table

SIXTH—There should be a press table at all meetings designated by a card lettered "For the Press." The representatives of the press should be guests of the club at luncheons and dinners and one of the publicity committeemen should always be seated with them, not merely to act as host, but also to secure any information which they may desire. He has another important function. It is this—chatfully to get the press to understand what kind of publicity pleases Rotarians most and to hush the undesirable kind.

SEVENTH—Interviewing the speaker after the meeting. Where there is great news value in a speaker's talk the press frequently desires more elaboration. In this connection the chairman of the publicity committee, or one of his committee, can facilitate the interview and supply the necessary introductions.

Now what do we find in the next morning or same afternoon's papers? Possibly much—oftentimes a little. But with the detail well done and continued each meeting, good results must inevitably follow.

It is part of the publicity committee's work to supply each dining table at the weekly luncheon with a pasted sheet of clippings covering the publicity of the previous week. This is for the information of members and drives home the talks of the previous meeting.

Publicity for activities accomplished by the club committees on civics, public affairs, work among boys, etc., must be handled in a much different fashion. The chairman on publicity must not look to these committees for voluntary material for publicity. He should invite himself to their meetings and dig news from their discussions. Prepared statements covering these activities will find ready absorption at the press table at meetings.

The above suggestions are not fanciful vaporings worked out by my inner consciousness but present an exact account of the way E. J. Berlet, a former International vice-president, handled the publicity in Philadelphia during the year I was president of the Rotary club of that city. During that year Chairman Berlet secured for Rotary 3,200 inches of newspaper publicity which is equivalent to a twenty-page newspaper entirely free of advertising.

News of the Rotary Clubs

MINNEAPOLIS' TENTH BIRTHDAY

The following telegram was received by International Headquarters in Chicago from the Rotary Club of Minneapolis, February 19th:

"The Rotary Club of Minneapolis Number Nine sends its hearty greetings to you and the Official Board on the tenth anniversary of its organization. Nine members of the Chicago Club who with Paul Harris gave us our start in 1910 are our guests in all day Rotary meeting."

CLUB NO. 2 SAYS:

SAN FRANCISCO, CALIFORNIA.—The officials of the Rotary Club of San Francisco attribute the success of the club in maintaining a high percentage of attendance to three things:

First, the selection of men for membership; second, in having every member actively serving on a committee; and third, the policy adopted and carried out by the administration in regard to programs for club meetings.

The personnel of the Membership committee is made up of the very highest type of men who have Rotary at heart. This committee, when considering applicants for membership, makes a thorough investigation as to the applicant's fitness, worth, desirability, and general qualifications before recommending him to membership. Upon the recommendation of the Membership Committee, the application is passed along to the Board of Directors and if the Board then sees in the applicant a man who will be a credit to the club they thereupon order his name and classification to be published for two weeks. After the applicant's name appears in the club's bulletin and there are no protests from the members of the club, he is then eligible to become a member. The member who proposed the applicant is then notified that the applicant is eligible to membership and the member is directed to advise him regarding his attendance at the regular luncheons of the club.

This year every member of the San Francisco club is serving on some committee and this naturally tends to make them more interested in the success of the club.

In telling of the success of the San Francisco club, F. H. Feighner, secretary of the club, says: "We feel the real success in maintaining our high attendance is due to the programs at our weekly luncheons. San Francisco has several business men's clubs and unless our programs are different and definite from those used by other organizations, we cannot expect our members to attend, as the members of the Rotary club are also members of other clubs and would thus hear the same speakers several times."

In arranging the programs for the year, the president of the Rotary Club adopted the policy at the beginning of his term of having the members appear before the club. Some of the best meetings of the Rotary Club have been held without a set program.

A DAMFINO

With Apologies to K.C.B.

WHAT DO you know ABOUT Rotary? You, Mr. AVERAGE Rotarian? If some ONE asked you suddenly a QUESTION regarding some SALIENT feature of ROTARY what would you SAY?—Damfino? THIS Rotary club is JUST AS much your club AS ANYONE'S. Its success AS A CLUB, as a live, ACTIVE, useful institution DEPENDS quite as much UPON you as any one member. ROTARY cannot mean more to YOU THAN you mean to Rotary. YOUR CLUB cannot benefit FROM your membership if YOU remain unfamiliar WITH its fundamental PRINCIPLES. You cannot BENEFIT from Rotary if you DO NOT recognize its benefits. THINK it over, brethren, and GET wise. Don't be a DAMFINO. The world looks TO YOU for exemplification OF the highest ideals of ROTARY. Are you making good? GET WISE, brethren, that YOUR CLUB may benefit by YOUR wisdom. DON'T pass the buck WHERE the buck is not; OR PUT up a front THAT YOU haven't got. DON'T be the dead timber that's MENTIONED. Don't be a DAMFINO.

I thank you.

—Steiny.

BERKELEY, CALIFORNIA.—In February *Rotary Revolutions* got out its little horn and trumpeted forth as follows:

"The December International Attendance Records have been received.

"Of the ten highest clubs whose membership is between 50 and 100, the 23rd District claims four—Long Beach with 100 per cent and Berkeley second with 96.38 per cent; Santa Barbara tallied fourth on the list with 94.84 per cent and the Prune Town came fifth with 92.98 per cent.

"Little old San Jose is getting in the right class and if she keeps in her present company for a couple of months, Berkeley may be persuaded to recognize the little flat as a suburb of that Stanford town and let her play once in a while with the boys of a real university."

ROTARY IN CUBA

T RUMAN L. M'GILL, Governor of the Eighth District, which includes the island of Cuba, returned in February from his official visit to the Cuban clubs.

It was impossible for him to visit all the clubs for the reason that the island was distracted with a railroad strike at the time he was there, making transportation to some cities out of the question.

Of the Havana and Matanzas Clubs which he visited, he has written enthusiastically to International Headquarters. Of Havana he says:

"The community seems to look to Rotary to solve the many problems with which they are confronted. One of the finest examples of Rotary service that I have ever seen was that of the Havana Rotarians donning overalls and working for hours each day at the piers unloading freight and driving heavy trucks across the city to relieve the distressing situation brought on as a result of the Railroad and Shoremen's strike * * *

Of the Matanzas Club he says:

"This Club is pushing the Boy Scout movement and is also undertaking a campaign against the use of drugs and opiates which seems to have recently become very prevalent."

The clubs he was unable to visit were not forgotten; delegates from the Havana and Matanzas clubs were appointed to visit them as soon as possible and carry the Governor's message.

In closing his letter to Headquarters regarding the Cuban clubs, Governor McGill writes:

"International Rotary may well be proud of these clubs, as they have caught the full spirit of Rotary and I do not believe any of our American clubs are more enthusiastic or are accomplishing greater work."

CLEVELAND, OHIO.—In the *Rotary Reminder*, published by the Cleveland Rotary Club, for Thursday, January, 15th, there is a statement that it will be well for men both of high and low degree in all walks of life to remember:

"Anger is without reason. It cares nothing for consequences. It regards no holy ties; it is the Beast in full control. In a moment of anger a man does that which an eternity cannot undo."

SHEFFIELD, ENGLAND.—The Rotary Club in collaboration with the Comrades of the Great War, gave a Christmas Party to 5,000 war widows and orphans at the Comrades' Hall, Sheffield.

The Bishop of Sheffield and Mr. Arthur Balfour, President of the Sheffield Chamber of Commerce, have been made Honorary Members of the club.

HONOLULU, HAWAII.—The Rotary weekly, *Aloha* of Honolulu publishes the gospel of the

lei by Lou Guernsey of Los Angeles, which contains a thought worth remembering:

"In far off Hawaii it has ever been a simple and beautiful custom of the natives when a friend was about to leave the islands to bid him good-bye at the wharf and decorate him with flowers and wreaths, so that when he reached the deck of the outgoing steamer it would immediately be recognized that he had left friends behind him. So every good act in this world is a flower which attaches itself to the human soul, the perfume of which forms a password that is not challenged at the gates of eternal day."

MANCHESTER, ENGLAND—The editor of the *Weekly Circular* published by the Rotary Club of this city, has received the following anonymous communication, apparently from a latter day Samuel Pepys:

And on ye nexte daye, which was a Thursdays, I did go to have my lunch with the Rotary Clubbe which is for business purposes. A small man did hit harde with a mallet without a care that he would brake that which he strucke. The small man did then speake severalle times and then another man was allowed to speak and I did hear about butter and things. And I sedde, "What is this Rotary" and my neighbour said, I do not know, I have only been in the clubbe for two years, but some who were long in the clubbe will tell you if they can remember. And so to bed.

OPELIKA, LOUISIANA—February 24th the Rotary Club entertained farmers of the surrounding country at a regular Farmers' Day meeting, 7:30 in the evening. The Opelika Rotarians are a gang that are taking a vital and progressive interest in the welfare of the community in which they live and are making their influence felt.

WARREN, OHIO—The Rotarians of this city backed the Boy Scout Movement to the practical extent of getting out after an \$8,000 budget for this purpose. The entire city was personally canvassed by Rotarians and the club went over the top with a rush.

YOUNGSTOWN, OHIO—Rotarians recently promoted a successful campaign for a new million dollar Court House and are now busy with several other important projects. These include activities for a new city charter and increase pay for school teachers. The club is also back of a movement to extend the local library facilities and to provide books for the inmates of all State institutions.

McKEESPORT, PENNSYLVANIA—By a majority vote the Rotarians of this city have decided to hold evening meetings weekly. Up to this time the McKeesport club had been the only one in Pennsylvania holding meetings every other week. Now the whole Keystone State is in line.

TAMPA, FLORIDA—In a two-day campaign, Tampa Rotarians raised \$7,500 to pay for setting out trees along fifteen miles of the county road extending from the city limits to the county line. This stretch of road is to be beautified and dedicated as a Memorial Highway in honor of Hillsboro soldiers who lost their lives in the Great War. The road, a broad asphalt highway, is to be bordered for the above distance with laurel oaks interspersed with oleanders. Those wishing to commemorate individual soldiers subscribed at the rate of \$2.50 each for a tree which will be marked.

GREAT FALLS, MONTANA—A year ago A. E. Peterson of this city lost his life while trying to save Robert Pontet from his burning home. A member of the Carnegie Hero Medal Association was brought to Great Falls as a result of the efforts of a Rotarian Committee and Mrs. Peterson, the widow, was allotted the Silver Medal for her husband's supreme sacrifice and an allotment of \$75 per month for fifteen years for herself and \$5 additional for her one child during the same period of time. Peterson represented the supreme and sublime application of the Rotary credo.

WALLA WALLA, WASHINGTON—The Rotarians of this city have gone on record in favor of making punctuality an accredited Rotary virtue. They have adopted a resolution asking that punctuality in business, social and general engagements be impressed on everybody and that punctuality become a trademark of Rotary. Here, O my brethren, is a golden thought for ladies' day!

PITTSBURGH, PENNSYLVANIA—In a campaign for members of the Pittsburgh Chamber of Commerce recently in which the Rotarians were pitted against the balance of the Chamber of Commerce, the Rotarians secured 30 members and the balance of the Chamber of Commerce 19.

OCALA, FLORIDA—The Ocala Rotarians observed Father and Son Week with a dinner at which speeches were made by leaders of representative community organizations. Each Rotarian had a boy as his guest.

The Ocala Club has adopted a plan of their neighbors, the Gainesville Rotarians, in instituting an attendance competition with John Taylor and Fred Hocker as captains of two opposing teams. The losing team will have to give a barge ride on Lake Weir the first moonlight night following the close of the contest. The ladies will be guests on this happy occasion—for what is moonlight without a girl?

BRISTOL, TENNESSEE-VIRGINIA—The wives of the members of the Bristol Rotary Club refuse to be left outside and have banded themselves together as Rotarianettes. On a Saturday evening the Rotarianettes entertained the Rotarians to a banquet at the Hotel Bristol where, as the country newspaper editor saith, "A good time was had by all."

LEXINGTON, KENTUCKY—During the first part of February this city was under martial law and General Francis C. Marshall, a Rotarian, was Military Governor of Lexington. General Marshall spoke to the Rotarians at their luncheon February 12th, Lincoln's birthday, on Universal Military Training, urging the necessity for its adoption. General Marshall was introduced by Judge Charles Kerr, a judge of the county circuit court and honorary member of the Lexington Club.

I and Me

EVERYONE had retired for the night. I was alone with Me in the quiet of the night. I stood glaring into the big dresser mirror at my reflection, and during the following conversation had with Me, I often emphasized my questions with the swinging of my clenched fist:

I: Say, Me, how did you come out today in your effort to be more cheerful and pleasant?

Me: Well, everything went along O. K., I guess.

I: I suppose you started off by greeting the conductor on the street car with a cheerful good morning?

Me: No, I didn't; he was a sort of gloomy looking fellow and I didn't speak to him.

I: No doubt a cheery "good morning" from you would have made him feel better; but when you arrived at the office you passed around a bunch of cheerful "good mornings?"

Me: I intended to; but everyone seemed busy and didn't look up.

I: When the office boy came in with the morning mail you surely gave him a hearty "hello?"

Me: He did not seem to want to stay in my office and give me a chance; he acted as tho he were afraid.

I: People are afraid of grouches. That first customer who came in to complain of a delayed shipment—there was your chance to be pleasant. How did you come out?

Me: I did not act very pleasantly to that fellow. He lied to me. Claimed he had had his order in for two weeks; but when I looked the order up I found it was only twelve days old. That made me sore.

I: Quite a difference between two weeks and twelve working days, eh? But when the collection supervisor gave you that detailed report you told him he had done a good job, and the report was lined up in fine shape, just to give him a little encouragement?

Me: It was a fine report; but I didn't compliment him on his work. He was a day late getting the report to me.

I: You didn't overlook being pleasant with the little stenographer when she came in for your grind of dictation, did you?

Me: She was out of sorts this morning; kept putting her hand to her head as if she had a headache. I couldn't try to dispense any words of cheer; didn't think she needed them.

I: Say, whatthehell did you do today to spread a little cheerfulness as you went along?

Me: Well, at lunch I told a couple of stories and got a few laughs and I—

I: Good night!

—By Val. B. Mintum, Rotary Club of Kansas City, Mo.

Eleventh District Conference

THE Annual District Conference of the Eleventh District was held at Fort Wayne, Indiana, February 11th and 12th, 1920, Charles E. Watkins being District Governor and Bert J. Griswold, Conference Secretary. All of the 42 affiliated clubs in the District were represented. The total registered attendance was:

Men, 625; Women, 925.

Walter E. Pittsford of Indianapolis was nominated for election as the next District Governor.

The following resolutions for action were adopted:

I: That the teaching of Americanism in the schools of the Eleventh District be immediately urged in its respective city by every club in the District, and that to support this campaign the movement for adequate salaries for teachers be actively supported.

II: That a delegation and special train be sent to the Convention of the International Association of Rotary Clubs to be held at Atlantic City, N. J., in June, 1920.

At a meeting of the Club Presidents, a resolution that the selection of the Conference City for the following year's Conference be made without delay was unanimously carried.

The speakers at the Conference were:

James F. Finlay, Chattanooga, Tenn., International Third Vice President, who spoke on "The Message of the International Association."

Harry A. Wheeler, Vice President, Union Trust Co., Chicago, who spoke on "The Industrial Outlook."

Peter W. Collins of Boston, Mass., who spoke on "Americanism and Bolshevism."

Eighteenth District Conference

THE Annual District Conference of the Eighteenth District was held at Galveston, Texas, February 16th and 17th, 1920, Robert E. Vinson being District Governor and W. M. Morgan Conference Secretary.

H. J. Lutch Stark of Orange, Texas, was nominated for election as the next District Governor.

Of the twenty-six clubs in the District affiliated with International all were represented with the exception of two. The total registered attendance was:

Men—360; Women—115.

The following resolutions for action were adopted:

I: That each Rotary Club make a study of the schools in its city and county for the purpose of adequately improving public education in all its phases.

II: "First, that we go on record as being heartily in favor of any legitimate movement having for its purpose the payment of adequate salaries for competent teachers, such salaries to be in keeping with the remuneration paid in other or similar avocations.

"Second, that while we want the teachers to receive just returns for services rendered, we are unalterably opposed to any movement among the teachers looking to their organization into unions for the purpose of forcing the public to pay salaries demanded by them, or to their affiliation with the American Federation of Labor in any form."

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SUPERIOR, WISCONSIN.—The Rotary Club here, which is located where there are regular winters as well as real boys, has an annual event which is becoming more popular every year—The Superior Rotary Club's Annual Dog Derby Race. This year the race, with thirty entries, limited to boys of sixteen and under, was run off February 14th. The trophies consisted of everything from canned goods to snow-shoes. The races are conducted on the excellent theory "That the ownership of a DOG tends to soften the heart of a BOY, the four-footed companion making a continual appeal to the sympathies of his human friend, thus tending to prevent the BOY from becoming hard or narrow."

COUNCIL BLUFFS, IOWA.—Plans are being made by the Rotary Club to establish a health clinic for boys to which any youth in the city can be brought for free medical examination. The clinic, to be conducted during one day in each week, will co-operate with the schools and the Juvenile Court. Dr. Matt Tinley, a medical member of the Club, is head of the committee to establish the new project.

BROOKINGS, SOUTH DAKOTA.—On February 7th the Rotary Club entertained at luncheon Miss Elizabeth Crase, the thirteen year old national pig club member of Brookings County, and her parents, Mr. and Mrs. William Crase. Miss Crase sold four pigs of one litter for a total of \$2,415.

SHANGHAI, CHINA.—The nucleus of the first Aero Club of China was formed following a recent Rotary tiffin at the Cafe Parisien. The formation of the Aero Club followed addresses to the Rotarians by Commodore Louis D. Beaumont, Major Charles Gildden and Mr. Benjamin Hillman. Commodore Beaumont and Major Gildden are Vice-Presidents of the Aerial League of America and Mr. Hillman is a member of the Aero Club of America.

CICERO, ILLINOIS.—The Rotary Club of Cicero which is one of the most recently organized clubs is reporting one hundred per cent attendance to Governor Jim Craig of the Twelfth District.

CHAMPAIGN, ILLINOIS.—Illinois Rotarians under the leadership of Governor Jim Craig have tackled a big State job—to insure adequate support for Illinois University. As the *Daily Illini* says editorially of this action, "Truly, the Rotary Club is living up to its motto, 'He profits most who serves best.'"

INDEPENDENCE, IOWA.—In a contest in which each member submitted written definitions of Rotary, the three winners gave the following definitions:

The Rotarian principle stands for a living interest in local business and civic affairs, with a high standard of living and serving, not for

self alone, but keeping in mind the fact that as we, with high ideals, serve our community the reflex upon ourselves must be for better living.—R. F. Clarke.

The ideal of Rotary is the world wide banding together of men who, by honest methods, have achieved a measure of success in their varied occupations and by the inspiration of this good fellowship will become better men themselves and unselfishly strive to be of service to their fellow men.—W. M. Woodward.

(Written on a blotter)—A blotter takes in everything and gives out nothing—that's not Rotary. Rotary—an organization of active business and professional men for the purpose of good fellowship and the exchange of ideas. To serve energetically and unselfishly in the things that promote the welfare of the community and society in general—living and doing things in a bigger and broader sense.—W. C. Littlejohn.

BELLINGHAM, WASHINGTON Rotarians fathered a plan for the construction of a scenic automobile road through the Lummi Indian reservation with the idea of developing the tourist possibilities of the San Juan islands, in Puget Sound. Through the efforts of the club a right-of-way was obtained from the Indians and the county was induced to build the roads. Ferries will connect the mainland with five of the principal islands, establishing automobile connections between Bellingham and Friday Harbor, forty-five miles apart.

TERRE HAUTE, INDIANA—When Sheldon W. Snively of the Rotary Club introduced Past President Allen Albert to Albert Allen, business agent of the public schools, both men thought for a while they were being spoofed; but that didn't keep them from getting together and reciprocating waves of the Rotary spirit.

BOB McDOWELL OF LOUISVILLE, KENTUCKY, long a worker for woman suffrage, recently attended the National Woman Suffrage Convention in Chicago, being one of the two men delegates at the convention. The women placed him on the honor roll of the association and presented him with a diploma and a special badge for services rendered in the Kentucky Equal Rights Association.

IMMEDIATE PAST PRESIDENT JOHN POOLE represented Rotary at the League to Enforce Peace Conference, held in Washington, D. C., February 9th this year. Mr. Poole was a member of the committee appointed by the chairman of the conference to prepare a statement on a resolution for ratification of the League of Nations which was submitted to the conference as embodying the policy of the league relative to the league.

OTTUMWA, IOWA.—The first five minutes of each Rotary meeting are devoted to Americanism. Members are delegated from meeting to meeting to be able to talk on any phase of American history, institutions and opportunities.

INDEPENDENCE, IOWA.—This several months old club has had its first ladies' night dinner and dancing party, which proved to be a Rotary booster.

(Continued on page 206)

The Man With a Wheel in His Head

By E. K. Means

THE trouble with Adam was that he lacked a wheel. He never started anything rolling. He needed something to oil, crank up, climb in, and go somewhere. Paradise was picturesque; but it was depressing and dull—hardly anything going on, nothing turning around. No agriculture was needed for the harvest was spontaneous. No architecture was required for they slept under the trees. No sewing machines were necessary for there were plenty of fig trees and the fashions were exceedingly simple. Having nothing to do except raise Cain, he got into trouble, like every other man who does the same.

Cain was the first boy that humanity had ever had any experience with. Adam had never been a boy himself, so how could he know how to raise one? After he got turned out of Paradise, his job of raising Cain became more difficult, because the boy's education depended upon an ignorant man who had never seen a boy until he saw Cain. No doubt a modern father would have accounted for Cain's vagaries by remarking that "the little fool had a wheel in his head." I think so myself. At any rate, the little fellow started something rolling, and ever since that time the man so equipped has been causing revolutions in the world.

In the agricultural world, the man with a wheel in his head has put the farmer on a throne called the mechanical reaper. He does not harvest with a cradle and an arm of flesh; but with a gasoline tractor and an arm of iron. Then he gave the farmer the threshing machine in which under the stroke of an iron wheel, the gold of the grain is surrendered.

A Massachusetts Yankee gave us the cotton-gin. One day a hog came out of a cotton field covered with cotton. Upon examination, Eli Whitney found that the bristles on the hog's back were stuck with cockleburrs. Pulling the cotton from the hog, he noticed that the fibre of the cotton clung to the bur, separating from the seed. Lo, today we have tiny cocklebur teeth on cylinders, brushes on cylinders, wheels on wheels until we have enough cotton cloth to clothe the bodies of the nations, enough socks to warm the feet of the world, enough cotton blankets to warm a slumbering hemisphere and



Adam raises Cain.

enough gun cotton to supply ammunition for all the big guns of the armies of the world.

In the literary world, the man with a wheel in his head has produced the miracle of the printing press. The Franklin press, the Stanhope press, the Washington press, the Victory press, the Hoe press, all of these represent the triumph of the wheel and the earth shakes with the machinery of great newspapers.

The man with the wheel in his head has done much for our homes. As a boy I had a close intimacy with the old slapety-slap churn-dasher that went up and down while my thoughts went around in a vicious circle of profane meditations. The man with the wheel has emancipated womanhood from the slavery of toil by the invention of the sewing machine. What it has rescued from the massacre of the needle no one can estimate. I know plenty of girls who can put a record on the phonograph and wind up the spring and play a jazz tune. But the girl I'm stuck on is the miss who can adjust the band on the wheel of a sewing machine, put her foot on the treadle, wind the bobbin and play Liza Jane on the tail of a shirt.

In the realm of travel and transportation, John Fitch was the man with the wheel in his head who gave us the steamboat. In his diary he makes this statement: "I have spent most of my life trying to live with an irascible, high-tempered, turbulent woman, and trying to build a steamboat. I feel that I am the most unfortunate man in the world." Which, being inter-

preted, means if his steamboat did not blow him up, his wife would. Today, in the phosphorescent wake of the steamboat's propeller move the world's prosperities. Because of the wheel, today a locomotive speeds across country followed by a village of palace cars which are drawing-rooms by day and dormitories by night. On the high roads of the world travels the automobile which has done so much for the pleasure, the business, the health and the profit of the people.

Man's slowness of locomotion has been the mystery of the ages. A three-legged jack-rabbit can outrun him. The world has needed the automobile for six thousand years.

Finally, a man with a wheel in his head invented the Rotary Club, and made the wheel the Rotary Emblem. Of Sparta it was said that her citizens were her protecting walls and every man a brick. Likewise it may be said that Rotary is a vast machine and every Rotary club a wheel. The Board of Directors is a sort of general repair shop for these wheels, and in my two years of service on that board I have found out how much trouble can be had with "wheels." I have found some men are quick to do anything and do it in a hurry; others are slow to consent and slower to accomplish—in other words, some wheels are geared high and some low. Some men won't do anything—mired wheels. Some men have a puncture and come in on every enterprise "flat." Some have blow-outs, make a loud noise and stop for repairs until everybody else has got there and is coming back. Some men pretend to be trying to go sixty miles an hour, while we all know that at that very time they have the gear lever in neutral and the emergency brake on. Some wheels break down entirely and have to be taken off.

Nevertheless I firmly believe that all the great machinery of Rotary represents a providential movement. Our Rotary Wheel means that our best gifts of service are rolling always in the right direction. Every new movement for the good of humanity gives that wheel a new velocity and a wider scope.

—The Rev. E. K. Means is a member of the Rotary Club of Monroe, La.

Kidding Yourself

I WAS standing in front of the fire in the golf club trying to dry out, after playing 18 holes in the drizzling wet rain. It was extremely difficult to make any kind of a respectable score that morning. The soggy, damp ground made bad "lies," the water on the putting-greens made it very difficult to put the little ball in the hole. Fragments of conversation reached me, and one remark in particular caught my attention.

"I went around in 85 this morning," said a man with iron-gray hair.

Now, I have played behind this man and I know how he plays. I know the course well, as I play it all the time. I know how very hard it is, under the best of conditions, for anyone to make that score around the 18 holes. I had invariably found it difficult, and under the condi-

tions that day I could not do it. I was therefore curious. That afternoon I had a caddie who was a wise little fellow and knows most of the players on the course and their games fairly well.

"Do you know Mr. 'Blank'?" I asked.

"Yes," he said.

"Does he play well?"

"His game, when he is on," he said, "is about as good as yours when you are off."

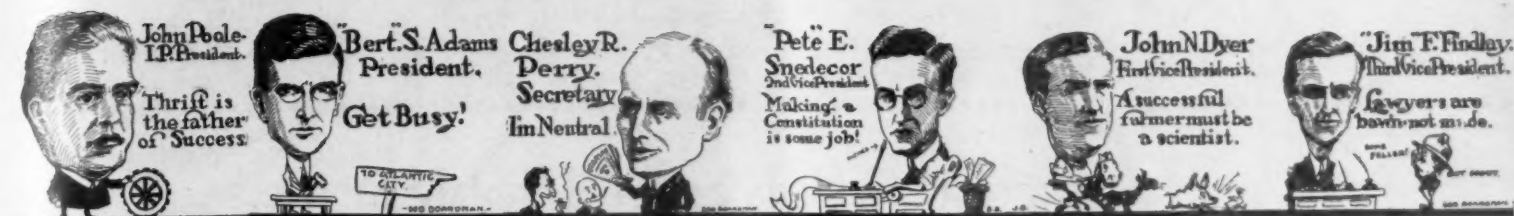
"How does it happen, then, that he got an 85 on a day like this, when I can't?"

"Oh," he said; "that's easy. When he comes to address the ball before making a shot, he takes very good care to move the ball slightly with his club, so that he is perfectly sure of having a very good lie."

The man was "kidding" himself; he was making himself think that he really played a good game, when he did not.

The game of golf is not so very different from the game of business. Sales records are made every month; every day; and sometimes the after analysis of those sales records is disappointing. Too often a man brings in a bunch of orders and congratulates himself on being a first-class salesman, when as a matter of fact, his net returns are not what they should be. This man is "kidding" himself into thinking he is accomplishing something he is not doing, just as surely as the old fellow fooled himself on his golf score. Play the game; play for all there is in it; but play the game.—J. Couper Lord, treasurer, Royal Typewriter Company.

High Lights at Atlantic City



OUT of the white-hot crucible of Convention planning for the great International gathering at Atlantic City, the completed program of activities is slowly being moulded into form at Headquarters in Chicago:

Monday

Monday, June 21st is the day of arrival, registration and assembly.

In the evening at 8:15, after the delegates from the Clubs in the United States have entered and taken their places in the Convention Pavilion on the Steel Pier, there will enter the delegates from Canada, the British Isles, Cuba, Uruguay, Porto Rico, Hawaii, the Philippines, India and China, guests, and the International Officers.

At 8:45 the General Officers will be formally introduced to the Convention. This will be followed by introductions of Overseas Delegates and other guests of the Convention.

A message from President Emeritus Paul Harris will be read. International President Albert S. Adams will address the delegates, formally opening the Convention.

Tuesday

On Tuesday, June 22nd, International Rotary will get down to business at 9:05 in the morning with the hearing of District Governors' reports, which, following the Shakespearean dictum that "Brevity is the soul of wit" will be limited to three minutes each.

The report of the Publicity Committee, given by Guy Gundaker, of Philadelphia, Pa., Chairman, will be heard at 10:30.

The report of the Publicity Committee, given by Carl E. Rosenberg, Los Angeles, Calif., Chairman, will be heard at 11.

These reports will be followed by discussion and action on Publicity and Education until noon, when the Convention will take a recess.

At 2 o'clock in the afternoon the Convention will reassemble to hear the report of the Committee on Relations between Employer and Employee which will be given by Raymond M. Havens of Kansas City, Mo., Chairman of the Committee. Discussion and action on this report will be followed by an inspirational address.

At three o'clock there will be a Reception for the ladies at the Hotel Chalfonte.

The President's Ball will be at nine on Young's Million Dollar Pier. Informal.

Wednesday

On the morning of Wednesday, June 23rd, the report of the Committee on Constitution and By-Laws, given by Willard I. Lansing of Providence, R. I., will be heard, followed by discussion and action.

An inspirational address will be given by Clarence MacKinnon, President, Dalhousie University, Halifax, N. S.

In the afternoon, the report of the Boys' Work Committee of the International Association will be given by John Dolph, Chairman of the Committee. Talks on Boys' Work will be given by Walter W. Strong, Asst. Secretary, I. A. of R. C., Rotarian H. A. Lane of Oklahoma City, Okla., and C. J. Atkinson, Chairman Boys' Work Committee, New York City.

Further light on various details of Boys Work will be given by Rotarian R. W. Glenn, Greensboro, N. C.; Rotarian John McKenzie Morrison, Muncie, Ind., and Rotarian Jack Thayer, President of the Rotary Club of Blackwell, Okla., after which there will be an inspirational address by Taylor Statten of Toronto, Ont., Canada, National Boys Work Secretary of the Y. M. C. A. of Canada.

The Vocational Sections will hold their meetings on Wednesday evening. These Sectional meetings will be arranged for out of such Sections as

New Convention Committees

REGISTRATION COMMITTEE

Charles H. Godfrey, Chairman
Harry C. Sterling, Vice-Chairman
Harry Holmes
Sigmund Ojerkis
Charles P. Stine

CREDENTIALS COMMITTEE

Hubert Somers, Chairman

AWARD OF TROPHIES COMMITTEE

Henry Wiederhold, Chairman
George W. Deetz, Vice-Chairman
Harry Latz

indicate an attendance that will warrant a meeting, according to present arrangements.

At nine in the evening dull care will be swept aside for a frolic on Steeplechase Pier.

Thursday

At nine Thursday morning, June 24th will be read the Report of the Resolutions Committee by the Chairman.

General and Unfinished Business will be taken care of at eleven.

At 11:30 nominations for new International Officers will be submitted. Recess at 12.

Thursday afternoon will be British Rotary afternoon. The entire program will be furnished by Rotarians from the Twenty-fourth District.

During the afternoon's proceedings there will be a reception for the ladies in the Atlantic City Yacht Club, at three o'clock.

Thursday evening will be an evening of dinner parties followed by a Rotary Vaudeville at nine. The performers will be Rotarians gathered in from the ends of the earth for the amusement of their fellow-sufferers.

Friday

Balloting for the election of International Officers will commence Friday morning, June 25th, at 8 o'clock. At 9:30 there will be a call to order and reports on the following topics:

The Report of the Committee on Public Affairs, given by Alex. R. McFarlane of Vancouver, B. C., Canada, Chairman of the Committee.

The Report of the Foreign Extension Committee will be given by John Barrett of Washington, D. C., Chairman of the Committee.

The Report of the Committee on Business Methods will be given by B. F. Harris of Champaign, Ill., Chairman of the Committee.

The farewells from Overseas Delegates will be given Friday afternoon, followed by the installation of the new International Officers. Brief addresses will be given by all the past International Presidents.

The Farewell Ball will take place Friday evening from 9 until midnight.

Saturday

And finally, in addition to business, from Sunday to Saturday there will be the brightest sunshine, golf and the best sea-bathing in the world.



Boys Work

Walter W. Strong, Assistant Secretary, I. A. of R. C., in Charge of Boys Work Department

Lancaster Solves a Problem

By Thad. G. Helm

"ROTARY HOME"—Such is the inscription on a large Rotary emblem which may be seen at the entrance to an old country house just on the outskirts of the city of Lancaster, Pa.

As the passerby observes more closely the stately old mansion, set in a spacious lawn amidst evergreens and maples, arbors and shrubbery, he is likely to remark "What a beautiful place the Lancaster Rotarians have chosen for their club house."

But this is not the club house of the Lancaster Rotary Club. It is that club's solution for the very important problem of the care and correction of juvenile delinquents.

The larger cities of the country have had for some time detention homes and homes for the correction of juvenile offenders, while many of the smaller cities have not been treating the problem satisfactorily or at all.

The Lancaster Rotary Club in its study of the boy problem found that the methods used with juvenile delinquents were not really corrective. Boys arrested and brought before the Juvenile Court were being returned to their homes where conditions were bad or sent to some institution where the severe discipline and the heartless treatment failed to correct. Such boys would often come back hardened by their experiences only to frequent their old haunts and perhaps begin a life of crime.

Now, boys in only a few cases, unless mentally defective, are inherently bad. Incurability, truancy and even petty thieving are usually the product of a boy's environment. These things are due chiefly to the lack of training and of wholesome home conditions. Homes with careless, indifferent, immoral and oftentimes drunken parents are responsible for most of our delinquency.

If the absence of proper home conditions is the cause which brings so many boys before our Juvenile Courts, then the solution of the problem must lie in supplying in such boys' lives an environment as nearly that of a good home as possible. With this thought in mind the Lancaster Rotary Club after knowing that they would have the co-operation of the Juvenile Court, undertook to supply that kind of an environment.

In the securing of a proper building and in all the details of operation, everything was planned with the one end in view of surrounding the boys who came to live in the home with good influences.

There was a studied effort to eliminate everything and anything of an institutional character and no officer of the law is supposed to come to the home.

The old mansion has readily been adapted to



"Rotary Home" at Lancaster, Pa.

the purpose for which it is now used. There is a large and attractive living room where the boys study and, when studies are finished, where they play games. Here is also being assembled a boys' library.

The bed rooms are neatly fitted up with individual beds, chairs and dressing bureaus. There is an infirmary where a sick boy can be isolated from the rest of the boys. In the basement are shower baths. The dining room is large and pleasant. Here "Dad" and "Mother" Martzal take their meals with the boys as one big family.

That boys love play is not overlooked. A gymnasium has been provided where the boys can play basket ball and volley ball. Provision is made for tennis and other outdoor games.

When a boy enters the home he receives a thorough physical examination and any defects are treated and corrected during his stay in the home.

The boys attend the public schools in the city, and a gratifying feature of the club's plan and

One of the great opportunities for service in the field of Boys' Work is to establish homes for the delinquent boys—places where under kindly, wholesome influences the boys may find themselves and may make a right, new start. Lancaster Rotary has blazed the way.

one indication of its success is the high degree of results attained by the boys in school. Many of the boys' previous school records were poor, and their conduct bad, efforts indifferent and attendance irregular. This has all been changed and improved. The boys' school records in every respect have been good, many of them very good.

All of the boys, with one exception, have passed the midyear examinations and have been promoted. A daily record is kept of each boy's attendance, conduct and effort. He carries a card to and from school to be signed by the teacher and by the superintendent of the home.

The change is readily accounted for. The boys now are happy and contented. Good fresh air, good food, regular habits, pleasing surroundings and wholesome influences have affected the change.

The success of such a home necessarily depends largely upon the persons directly in charge. From the start the club secured just the right man and woman. "Dad" and "Mother" Martzal, as the boys call them, have in each of these boys a fatherly and motherly interest. Superintendent Martzal is firm but kind in his treatment of the boys.

The boys are placed on their honor. They are free to go to and come from the public school, Sunday school and church, and if their conduct record is good they are given permission occasionally to visit parents or friends and even to attend the "movies."

The boys must help at the work of the home. They assist "Mother" Martzal in the kitchen, dining room and laundry. "Dad" Martzal finds work for them on the lawn and in the garden, and also in caring for the pigs, chickens and rabbits. A few of the older boys attend the continuation school and are employed during their free time in some industrial plant. Out of their wages they pay their board and the balance is placed to their credit in the bank.

This brief account of the Lancaster Rotary Home has been written with the thought that it may interest Rotary Clubs in other communities confronted with similar conditions. The Lancaster Club's work began as an experiment and with the hope that when its value and worth were proven the work would be taken over by the county commissioners. But the work has been so successful and the interest of the club in it has been so great that the present disposition of the club is to maintain it as a distinctively Rotary movement. The property has been purchased by and is now held in the name of the Rotary Club.

—Thad G. Helm is Past President of the Rotary Club of Lancaster, Pa.

New York City

Population 8,000,000

Chairman Atkinson writes, "We have organized an Advisory Council composed of representatives from the leading Boys Work organizations of the City, which promises to be a wonderful help in assisting us in carrying thru some of the bigger projects that will require the cooperation of those various agencies. One of these projects is a 'Boys' Week' of which I will write you later."

—R—

Cape Girardeau, Mo.

Population 10,033

Secretary Walker sends word that thru their Boys Work committee aid is being given the local Boy Scout work and a donation of \$1.00 per club member was made to the school nurse to be used by her in the making of a test to demonstrate the value of feeding milk to school children who are under weight.

—R—

Texarkana, Ark.

Population 20,000

Chairman Whitmarsh reports, "Our club has co-operated with the Lions Club in securing and putting into effective operation a Local Council of the Boy Scout Movement, and are backing the Council not only in seeing that the subscriptions for the prosecution of the work are secured and paid, but the individual members of the Rotary club are holding themselves in readiness to cooperate in any way that the Scout Executive in charge of the Local Council finds use for them."

—R—

Memphis, Tenn.

Population 143,231

Correspondent Akers recently sent in the following good report of work accomplished:

"More than a year ago the Memphis, Tenn., Rotary Club started a movement among its members for the betterment of conditions in the Shelby County Industrial School for delinquent boys. Upon investigation it was found that these unfortunate boys were looked upon and to a great extent, treated as criminals. But they were not bad boys at heart.

"The school premises were dirty, and the boys themselves were anything but clean. The beds had dirty linen. The food served was not appetizing. The boys had their heads shaved and, like Joseph, they had 'coats of many colors'—blue overalls predominating.

"The Club took hold of this institution during the latter part of 1918 and succeeded in having two of its members placed on the board of trustees. On Christmas Day of that year the Rotary Club gave these boys a real dinner. In keeping with the trust spirit of Rotary, the new trustees have completely changed the institution in question. The boys now wear their hair in proper style; they are always clean and wear good clothes. They are mannerly and respectful.

"These boys were organized by our members into Boy Scout Troops.

"The Rotarians entertained these boys Christmas 1918. The boys entertained the Rotarians Christmas 1919.

"The Memphis Rotary Club has also taken a leading part in the work of the Boy Scout organization of this city. Our club assisted in raising over twelve thousand dollars for the Boy Scouts, and in that organization we have Rotarians as the president, two vice-presidents, the treasurer and more than a dozen members of the Scout Executive Board.

"At a meeting of the Rotary Club just before

The Clubs at Work—

To aid and inspire the Clubs of Rotary to help boys be at their best and to develop into the highest possible type of citizens, is the constant aim of this Department.

Christmas we raised among our members nearly three thousand dollars, all of which goes exclusively for boys' work during 1920. The news-boys of this city will have consideration also this year."

—R—



"A Stately Old Mansion Set Amidst Evergreens and Maples"

Kansas City, Mo.

Population 281,911

Chairman Hoffstat has written by request the following report regarding the excellent piece of Boys' Work which the Kansas City Club has been doing with their Boys' Hotel: Hotel, which at that time was badly in need of help. After looking over the situation the committee decided to spend this money not for the

bare necessities of life with which the boys were already provided, but to make their surroundings more pleasant and their lives more enjoyable.

"A number of ladies were appointed chairmen of sub-committees to conduct various kinds of work and thru these committees a great deal has been done. The interior of the hotel, including all the floors and the boys' rooms, has been repainted and new curtains and new shades have been put up at almost every window; a large quantity of new linen has been provided for the beds; the main living room has been rearranged and new benches provided; a new library room has been fixed up and equipped; the gymnasium has been repainted, the floor repaired and new athletic goods provided; a large new electric washing machine has been installed in the hotel

"About one year ago the Rotary Club raised in the neighborhood of \$5,000 to assist the Boys' laundry; new shrubbery has been planted in the yard; new shrubbery has been planted in the yard, and many things have been accomplished to make the physical surroundings more cheerful and more livable.

"Thanksgiving Dinner was provided for the boys by the Rotary Club, as was also a big Christmas Dinner with a Christmas tree and presents for each boy. A New Year's Dinner also was provided for them and many entertainments at the Hotel and elsewhere were arranged at various times during the past year.

"The success of the Rotary Club's efforts has been due almost entirely to the wives of our members. Many of the ladies have taken a great interest in the work, and their influence has been of immense value to the boys.

"In addition to the above, another committee has done a vast amount of sewing and patching to keep the

boys' clothing in order. Another committee has done a vast amount of sewing and patching to keep the boys' clothing in order. Another committee is teaching the boys table manners and how to greet people so that they will feel more at ease when invited into private homes.

"Besides all this, many of the Rotarians have done considerable for the boys. All the boys have several times been invited to Rotary Club meetings. It has been a joyful work, as many of the boys are exceedingly bright and wonderfully appreciative.

"The whole object of this effort, as we see it, is to assist these boys to become good citizens. We have tried to make them feel that every member of the Rotary Club is their friend, and we want them to feel that any boy living at the Boys' Hotel can freely go to any member of the Rotary Club for counsel and advice.

"What we have done and are doing in a material way is only a means to an end. We are trying to make these boys feel that they are not friendless, and that real, live, active business men do take an interest in their welfare, so that they will become good husbands, good fathers and good citizens."

—R—

Chester, Pa.

Population 60,000

Chairman Sanford reports: "Our Boy Scout organization was financed and set up by the Rotary Club." Also he states, "We have plans in mind for summer playgrounds and municipal swimming pools and the Scouts have the use of a well organized and equipped camp site. Our policy for this year will be the promotion of these plans, particularly the municipal swimming pool."

IF I KNEW YOU AND YOU KNEW ME

IF I knew you and you knew me—
If both of us could clearly see,
And understand with sight divine
The meaning of your heart and mine,
I'm sure that we would differ less
And clasp our hands in friendliness.
Our thoughts would pleasantly agree
If I knew you and you knew me.

I can't know you, nor you know me.
The best in each we never see—
The clean, kind thought, the hidden word,
The melody of life that's heard
Across the years. But deeds divine
From human hearts may freely shine;
And thru them only may it be
That I know you and you know me.

From The Growler, R. C. of Amarillo,
Texas.

A Touching Tale

A Typographical Treatise on Typewriters

By Ruth Lambert Jones

HE who is weary and ill at ease, bored with the world in general and himself in particular, let him take unto his soul a typewriter. By that simple act he will add zest to his existence and give pleasure to his friends—for only a friend gets the full benefit of bad writing. I speak with authority. I have always been a friend and for the past six months I have pursued the art of typing.

A Slapdash No. 7—with its shift keys which, in the first rapture, one invariably employs as a space bar and its space bar by which one usually attempts to regulate the lines; its figure eights which are apt to appear instead of apostrophes and especially its relentless little bell whose warnings are never heeded—what mechanism approaches it in mystery and waywardness!

In time, however, one becomes used to the various appliances. With concentration, intense eyestrain, and an hour or so, one can generally accomplish a letter like this—if one isn't unduly particular:

July 9, 1916/

Dear Susan?,

I thought you would be pleased to know that at last/ e I have a typewriter? , you are always so fussy about my writing/ It must seem pleasant to be able to run through this so easily / Yohad You had better beg thankfulness at the spirit moved me to buy one/, i have the most thrilling THING TOTELL YOU. ITHAPPENNEDE YESTERDY at four/I was driving the small yellow roadster alone/suddenly heavens? soemth something funny was happened/Lh yes I mu thave forgotten to spcae space/I Now 1811 begin again/ as i I was saying I was in the car and before I knew it I nearly bumped into him but he was very pleasant so I am going mercy it is late late and I must rush. MORE LATER

France/s

As might be gathered from the foregoing specimen, the search for the right letters is so intense that such trifles as spacing and punctuation are utterly lost. Thus the work goes on, varying but little in degree of excellence, until some friend, upon hearing of the household's latest acquisition, inquires blandly, "Of course you use the touch system?" A shake of the head calls forth an eulogy—"The touch system saves the eyes, saves time, and is the approved method; takes practice, of course, but the average person masters it within a month." No, the speaker has never used it, but her cousin's stenographer does.

Thereupon commences a career of crime and disaster. An instruction book is procured, the keys are shrouded in shining black caps, and each finger is allotted a certain key—three keys, to be exact. With hands thus arranged in a genteel piano-playing posture, the exercises are attacked. On page one, "qwerty" has always been my favorite—it is so candid and unassuming, not at all like "yuiop" which is too complicated to be anything but sinister. After the wilderness of "asdfg's," "zxcv's" and "hjkl's," one attains the heights of "there is a happy land there is a

happy land there is a happy land," with the depressing notice above it that "Each of the following lessons should be written without error and without mistake. If an error is made, even in the last word of the last line, the whole ten lines should be rewritten." Who shall say that the disciples of the touch system have not a



speaking acquaintance with those most homespun of virtues—diligence and self control! As for myself the faint doubt as to whether I obeyed either the spirit or the letter of the law is at least my own affair—and my conscience's. We have settled it long ago.

Everything must rise to a climax; it is the law of study as well as of life. The text book of the touch system recognizes the eternal fitness of things in—

"LESSON (all the letters of the alphabet)

"Pack six dozen, perhaps seven, very best jugs for my liquor or wine"

and

"LESSON (all the letters of the alphabet)

"It has been said that he just as quickly extemporized five tow-bags."

There is something cryptic in those two statements—the field for discussion and conjecture is broad and fascinating. Who was he? Did he extemporize the tow-bags before or after he ordered the jugs? For naturally we assume that he was involved in both situation! What was his dark design, anyhow? For of course it was dark, having to do with liquor. It is all very perplexing and significant. What a feast for Ibsen and H. G. Wells! Small wonder that ruminations gain precedence over fingers, so that in the last few lines the tow-bags are scarcely recognizable.

Anti-climaxes follow on apace in the guise of quotations from Dickens and Mark Twain. One spurns them, however, along with "legal work, specifications, balance sheets and backing up." The romance of wine jugs and tow-bags has fired the blood. Yearning for freedom, breadth and scope, one turns to friends who have not, by the way, been favored since the antediluvian days of the sight system. The prescribed month that "the average person masters it in" has sped—all must now be ripe for swiftness, accuracy and ease.

August 31, 1916

Dear Dusan/

have learned I sende i Since I wrote, as it last? e I have learned the touch sustim

I mean the mean the touch system I tangle myself and it was hard but I have learnt it! I sh8nt look back back anymore to seemy mistakes/ I thenk I 811 get along better if I do 8nt It is quite convusig/ I rially don8t think you were enthusiastid enough but you are improving Mother said be sure to tell you that shi want Soemthing told me to look back I must have forgot the thespade again again/ this es very potent Have have you found my birthday greeting gretingy gretingy ,/.? If not be sure to anquire of Rosamund and let me know very quickly quickly\$/.!

Fancis Frances Fraquend;!!!

Comparisons are odious, but they are interesting. Neither the sight nor the touch system bear, after a month's experiment, the earmarks of swiftness, accuracy and ease; but set the two systems against each other and you realize that there are greater and lesser degrees, under some circumstances, of that which does not even exist under others. In the matter of swiftness—I am still speaking in terms of a month's experience—the sight system is superior, since it takes less time for the normal human being to capture a letter with his eyes than to recollect, after due consideration, that M is reached by the third finger of his right hand; the second letter to Susan takes almost twice as long as the first, and illustrates what transpires when M's exact location is forgotten! Which letter is less chaotic? The first, of course; thus the sight system triumphs again—on the score of accuracy. In the consideration of the third quality, however, the touch system comes into its own. The New Websterian Dictionary defines ease as "freedom from pain, disturbance, labor"—in other words ease is a phase of enjoyment. Under the sight system the head is bent, the vision limited to the key board—under the touch system the mind may search diligently for C but the eyes can sweep at will the sky, the distant hills, and, if fortune be kind, the robin's nest in the maple tree. Therefore, after a month's trial of both methods, did I cleave to the latter. The sky means more to me than swiftness, the hills are to be prized above accuracy, while the robin's nest may hold bits of the sky—not today, perhaps, but surely tomorrow!

The six months that have passed since I commenced my first "five finger exercises" have, to a great degree, brought order out of the melee of periods and /'s, I's and E's, V's and B's. My friends are delighted, though some serious souls, after reading the foregoing, may wonder why they should be—but they were, through it all, particularly at the worst of it, when they could compare hieroglyphics and roar. As I type these very words my gaze wanders carelessly over glad, green fields. I am thinking of the robin's nest—and the machine behaves irreproachably. The touch system has vindicated itself.

So I say once more—take unto yourself a typewriter, teach yourself the wherefores of wine jugs and tow-bags, and life will be worth the living at last.

How One Evening's Study Led to a \$30,000 Job

A Simple Method of Mind Training That Any One
Can Follow With Results From the First Day
By a Man Who Made Formerly No More Than a Decent Living

I HOPE you don't think I'm conceited or egotistical in trying to tell others how I suddenly changed from a comparative failure to what my friends term a phenomenal success.

In reality I do not take the credit to myself at all. It was all so simple that I believe any man can accomplish practically the same thing if he learns the secret, which he can do in a single evening. In fact, I know others who have done much better than I by following the same method.

It all came about in a rather odd manner. I had been worrying along in about the same way as the average man, thinking that I was doing my bit for the family by providing them with three square meals a day, when an old chum of mine, Frank Powers, whom I had always thought was about the same kind of a chap as I, suddenly blossomed out with every evidence of great prosperity.

He moved into a fine new house, bought a good car and began living in the style of a man of ample means. Naturally the first thing I did when I noticed these things—for he had said nothing to me about his sudden good fortune—was to congratulate him and ask him what had brought the evident change in his finances.

"Bill," he said, "its all come so quickly I can hardly account for it myself. But the thing that has made such difference in my life lately began with an article I read a short time ago about training the mind.

"It compared the average person's mind to a leaky pail, losing its contents as it went along, which if carried any distance would arrive at its destination practically empty.

"And it showed that instead of making the pail leak-proof most of us kept filling it up and then losing all we put into it before we ever

reached the place where the contents would be of real use.

"The leak in the pail, the writer demonstrated, was forgetfulness. He showed that when memory fails, experience, the thing we all value most highly, is worthless. He proved to me that a man is only as good as his memory, and whatever progress a man accomplishes can be laid directly to his powers of retaining in his mind the right things—the things that are going to be useful to him as he goes along.

"Farther on in the article I read that the power of the mind is only the sum total of what we remember—that is, if we read a book and remember nothing that was in it, we have not added one particle to our experience; if we make a mistake and forget about it, we are apt to make the same mistake again, so our experience did not

help us. And so on, in everything we do. Our judgment is absolutely dependent on our experience, and our experience is only as great as our power to remember.

"Well, I was convinced. My mind was a 'leaky pail.' I had never been able to remember a man's name thirty seconds after I'd been introduced to him, as you know, I was always forgetting things that ought to be done. I had recognized it as a fault, but never thought of it as a definite barrier to business success. I started in at once to make my memory efficient, taking up a memory training course which claimed to improve a man's memory in one evening. What you call my good fortune today I attribute solely to my exchanging a 'leaky pail' for a mind that retains the things I want to remember."

* * * * *

Powers' story set me thinking. What kind of a memory did I have? It was much the same as that of other people I supposed. I had never worried about my memory one way or another, but it had always seemed to me that I remembered important things pretty well. Certainly it never occurred to me that it was possible or even desirable to improve it, as I assumed that a good memory was a sort of natural gift. Like most of us, when I wanted to remember something particularly I wrote it down on a memorandum pad or in a pocket notebook. Even then I would sometimes forget to look at my reminder. I had been embarrassed—as who has not been?—by being obliged to ask some man whom I had previously met what his name was, after vainly groping through my mind for it, so as to be able to introduce him to others. And I had had my name requested apologetically for the same purpose, so that I knew I was no different than most men in that way.

I began to observe myself more closely in my daily work. The frequency with which I had to refer to records or business papers concerning things that at some previous time had come under my particular notice amazed me. The men around me who were doing about the same work as myself were no different than I in this regard. And this thought gave new significance to the fact that I had been performing practically the same subordinate duties at exactly the same salary for some three years. I couldn't dodge the fact that my mind, as well as most other people's literally limped along on crutches, because it could not retain names, faces, facts, and figures. Could I expect to progress if even a small proportion of the important things I learned from day to day slipped away from me? The only value of most of my hard-won experience was being canceled—obliterated—by my constantly forgetting things that my experience had taught me.

The whole thing hit me pretty hard. I began to think about the subject from all angles as it affected our business. I realized that probably hundreds of sales had been lost because the salesman forgot some selling point that would have closed the order. Many of our men whom I had heard try to present a new idea or plan had failed to put over their message or to make a good impression because they had been unable to remember just what they wanted to say. Many decisions involving thousands of dollars had been made unwisely because the man responsible didn't remember all the facts bearing on the situation and thus used poor judgment. I know now that there isn't a day but what the average business man forgets to do from one to a dozen things that would have increased his profits. There are no greater words in the English language de-

scriptive of business inefficiency than the two little words "I forgot."

I had reached my decision. On the recommendation of Powers, I got in touch at once with the Independent Corporation, which shortly before had published the David M. Roth Method of Memory Training. And then came the surprise of my life. In the very first lesson of the course I found the key to a good memory. Within thirty minutes after I had opened the book the secret that I had been in need of all my life was mine. Mr. Roth has boiled down the principles perfecting the memory so that the method can almost be grasped at a glance. And the farther you follow the method the more accurate and reliable your memory becomes. Within an hour I found that I could easily memorize a list of 100 words and call them off backward and forward without a mistake. I was thunderstruck with the ease of it all. Instead of study the whole thing seemed like a fascinating game. I discovered that the art of remembering had been reduced by Mr. Roth to the simplest method imaginable—it required almost nothing but to read the lessons! Every one of those seven simple lessons gave me new powers of memory, and I enjoyed the course so much that I look back on it now as a distinct pleasure.

The rest of my story is not an unusual one among American business men who have realized the value of a reliable trained memory. My income today is close to \$30,000. It will reach that figure at the beginning of our next fiscal year. And two years ago I scarcely made what I now think of as a decent living.

In my progress I have found my improved memory to be priceless. Every experience, every business decision, every important name and face is easily and definitely recorded in my mind, and each remembered experience was of immense value in my rapid strides from one post to another. Of course I can never be thankful enough that I mended that "leaky pail" and discovered the enormous possibilities of a really good memory.

SEND NO MONEY

Mr. Roth's fee for personal instruction to classes limited to fifty members is \$1,000. But in order to secure nation-wide distribution for the Roth Memory Course in a single season the publishers have put the price at only five dollars, a lower figure than any course of its kind has ever been sold before, and it contains the very same material in permanent form as is given in the personal \$1,000 course.

So confident is the Independent Corporation, the publishers of the Roth Memory Course, that once you have an opportunity to see in your own home how easy it is to double, yes triple the powers of your memory, and how easily you can acquire the secret of a good memory in one evening, that they are willing to send the Course on free examination.

Don't send any money. Merely mail the coupon or write a letter and the complete course will be sent, all charges prepaid, at once. If you are not entirely satisfied send it back any time within five days after you receive it and you will owe nothing.

On the other hand, if you are as pleased as are the thousands of other men and women who have used the course, send only \$6 in full payment. Most courses of this kind were always sold for \$25 or more. You take no risk and you have everything to gain, so mail the coupon now before this remarkable offer is withdrawn.—Independent Corporation, 319 Sixth Ave., New York.

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Independent Corporation

Publishers of the Independent Weekly

Dept. R-324 319 Sixth Ave. New York

Please send me the Roth Memory Course of seven lessons. I will either remail the Course to you within five days after its receipt or send you \$6 in full payment of the Course.

Name

Address

.....Rotarian 4-20

DAVID M. ROTH

When Mr. Roth first determined to exchange his leaky mind for one that would retain anything he wanted it to, it was because he found his memory to be probably poorer than that of any man he knew. He could not remember a man's name 20 seconds. He forgot so many things that he was convinced he could never succeed until he learned to remember. Today there are over ten thousand people in the United States whom Mr. Roth has met at different times—most of them only once—whom he can instantly name on sight.

Mr. Roth can and has hundreds of times at dinners and lectures asked fifty or sixty men he has never met to tell him their names, business and telephone numbers and then after turning his back while they changed seats, has picked each one out by name, told him his telephone number and business connection. These are only a few of the scores of equally "impossible" things that Mr. Roth can do, and yet a few years ago he couldn't remember a man's name twenty seconds. Why go around with a mind like a leaky pail when, as Mr. Roth says, "what I have done any one can do."

Uruguay Quick to Grasp Rotary Spirit

By James H. Collins

NOT all American goods come in packages. Montevideo has no American Chamber of Commerce, or American club or American branch houses, because the country is too small to support the latter. Our interests center in the meat-packing plants, the bank and the export of wool and hides to the United States, after which business in American merchandise falls into the hands of importers.

But Montevideo has a live Rotary Club, the first in South America, and its establishment was a fine tribute to the American business spirit. Having learned that our industries turn out character as well as automobiles, and create fellowship along with adding machines, they have carried "Rotary" to Buenos Aires and Rio de Janeiro and are sending it to Chile and Peru.

The thing started in Cincinnati three years ago when Herbert Coates, a big importer handling many American products in Uruguay, found himself idle because the town was full of Rotarians attending their national convention and nobody had time for business. He knew that Americans chased dollars, but here were thousands of broad-gauged business men giving their time to something else. He went along to see what they were doing and discovered that Americans also chased ideals.

* * *

Rotary Spirit of Service Appeals to Uruguayans

The Rotary spirit permeated him to such a degree that he started organizing a club in Montevideo as soon as he got home, and this organization, dating from July 12, 1918, now has thirty-five members. It is not simply a Rotary Club of Americans set down in South America; but one of Uruguayans, who are catching the spirit of fellowship and service characteristic of our business life, and through it learning something new about themselves as well as about us. As the Yankee, finding the Latin American occupied chiefly with the amenities of life, asks, "When does he do business?" so the Latin American in the United States, finding the Yankee absorbed in business, asks, "When does he live?" In movements like Rotary the Latin American is finding the answer.

It is not easy for the Latin American to turn himself into a Rotarian. In some cases it means turning himself into a boy at sixty, and that is often hard at thirty, because the Latin American is a serious man and values dignity, and is grown up racially as well as temperamentally, and is formal even in his play. But strange new liberating influences are at work on the southern continent, breaking down formalities and barriers for the women as well as the men, and Rotary is one of them.

At home Rotarians make a deliberate cult of informality, calling the other fellow "Jim" and "George" and calling all the Jims to their feet and then the Georges at their noonday lunches. But this would be going entirely too far for Latin Americans, because the latter use a special prefix of respect even before the other fellow's first name. So at the Montevideo Rotary Club's noonday meeting it is "Don Jaime" and "Don Jorge." To distinguish them

under these clipt titles they are numbered according to precedence in membership, Don Jaime Primero, Don Jorge Segundo, Don Enrique Tercero, and so on.

* * *

Singing and Discussions Along Rotary Lines

Noonday luncheons are held twice a month. Rotarian songs are translated into Spanish and sung to the accompaniment of Rotarian Herman de Anguera's slide trombone. As the slide trombone is almost unknown in South American bands, he probably has the only "slip horn" in that part of the world. Singing livens and loosens up everybody, and Don Herman is applauded, and dared to try the long Uruguayan national anthem.

Here are some Rotarian songs in Spanish:

Rotary! Rotary!
Somos los del Rotary,
Rotary en Uruguay,
Rotary! Rotary!
Viva! Viva Viva! Viva!
ROTARY!

Eyl! Eyl! Estan aqui,
Los Rotarianos,
Buenos companeros,
Eyl Eyl! Estan aqui,
Listos a probar el chow!

The latter is simply our old irreverent friend, "Hail, Hail, the gang's all here!" There being no Spanish equivalent for "hail," it has been spelled phonetically, and "chow" also started on its career as a Spanish word for food. Literally it reads, "Hail, hail, they are here, the Rotarians, good companions, ready to sample the chow." The boisterous chumminess of the original is a bit too shocking to the punctilious Latin American!

* * *

Club Talks Have Brought Practical Good to Nation

Probably this all sounds ordinary to ourselves—the sort of thing we have been doing for years. But it is starting many a peaceful revolution in Uruguay. As the direct outcome of a discussion on welfare work, for example, bonuses for efficiency are now being paid to employes on one of the Uruguayan railroads, and suggestion boxes have been put all along the line, and the astounded engine driver, trackman and clerk have discovered that the company not only wants practical tips for improving the service, but actually pays for good ones. Another discussion led to the Montevideo Rotarians investigating the city's street arabs, raising a fund to give them a "blow out" and look after them on something like the "big brother" plan—one member, simply a salary earner, put 500 pesos in the pot, and it must be remembered that a Uruguayan peso is worth three cents more than our dollar. The little republic is, in fact, where we were ourselves a generation ago in the same uplift, but through this clearing house it can receive our ideas and adapt them to its own use.

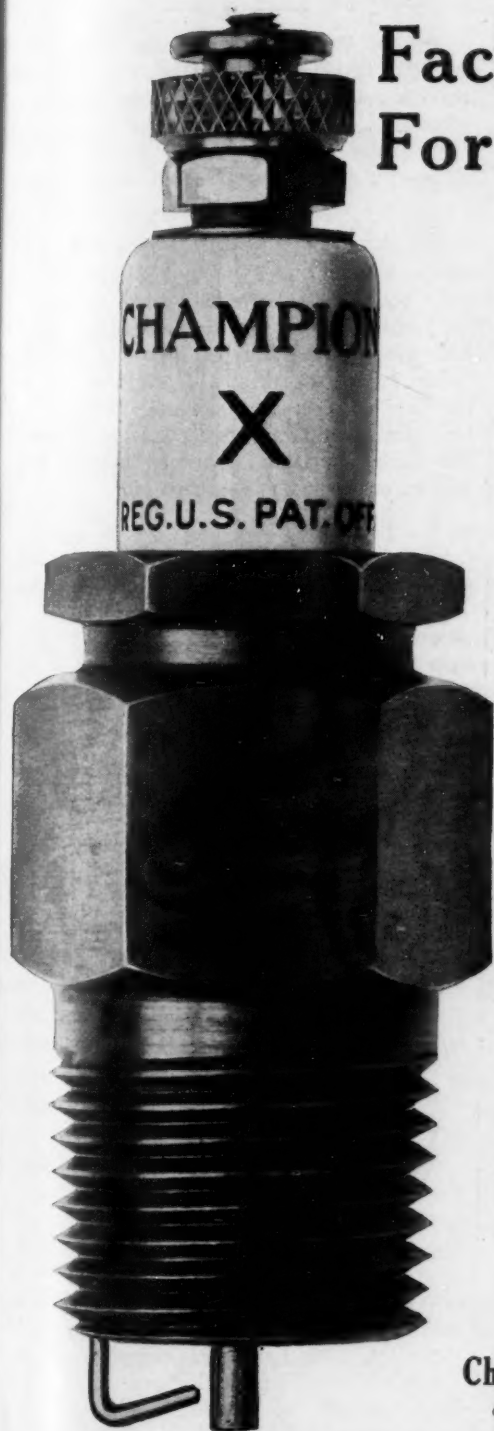
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"There is nothing to be gained by experimenting with different makes of plugs. The make of plugs with which Ford engines are equipped when they leave the factory are best adapted to the requirements of the motor."

Be sure the name Champion is on the Insulator and the World Trade Mark on the Box

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—The Highlands of Ontario

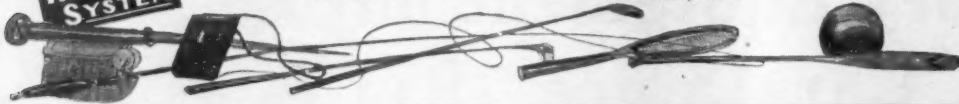
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Spring ---and Golf

Now again the sunny, open spaces of your golf course call—and it's a call that you cannot ignore. You have a full season of this sport ahead of you and the big quality line of Burke offers you goods that are full worthy of the game.

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A most complete assortment of every type of club head, including the famous Monel Metal—all fitted with guaranteed Burke Extra Select Hickory Shafts—is in the Burke Line. Also a new type of better golf ball that has been developed by Burke. You are sure to appreciate its lasting resiliency and typical Burke quality. See your dealer.

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Manufacturer of Club Heads, Shafts,
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The one type of raincoat accepted by the Govt. as sanitary as well as waterproof. **NO WET CAN GET THROUGH**—hermetically cemented, interfitting fly front (triple protection); adjustable fastenings around wrists; storm collar with storm tab; pockets with extra slit to reach inner garments without opening raincoat. **NO MOISTURE CAN FORM INSIDE COAT**—ventilation holes in back concealed by extra yoke, giving ease of wear. As illustrated, \$8.50 postpaid, insured. Outside the U. S. \$9.00. Ladies' models made of the same materials, \$10.00. Boys' and Girls' Raincoats, same material, sizes 6 to 16 years \$6.75

Officer's Double-Breasted Models
with inverted pleat down back and all-around belt with buckle; convertible collar; patch pockets with flaps; wrist fastenings with buckles; ivory buttons. Disposal price (Postpaid, insured) **\$13.50**

When ordering, inclose price and state chest measurement. If not entirely satisfactory, money refunded without question.

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Club Notes

(Continued from Page 197)

HOUSTON, TEXAS.—General John J. Pershing was entertained by the Rotary Club at luncheon on Thursday, February 5th. In the course of the entertainment, General Pershing paid the following tribute to Rotary:

"I cannot refrain from expressing my sincere appreciation of the great work done by the Rotary Clubs of this country during the War and to commend the high standard of character represented by these organizations. Rotary has done a signal service to the Nation through its direction of thought and action into channels of patriotic service and in the teaching of high ideals of manhood."

The luncheon, as may be expected, was marked by a one hundred per cent attendance.

QUINCY, ILLINOIS.—Jim Craig, Governor of the 12th District, was in Quincy recently and found a one thousand per cent Rotarian—none other than Leaton Irwin who has not missed a meeting since he has been a member and he has been a member for three and a half years.

TRINIDAD, COLORADO.—Rotary in Trinidad is nearing the first year of an enthusiastic young life. The Club is entertaining two members of the Senior Class of the High School at luncheon each week, inculcating the minds of Trinidad's future business leaders with the ideals of Rotary and incidentally promoting an interest in educational problems among present Rotarians. The Club entertained District Governor Roger Motten on Thursday, February 3rd.

SAVANNAH, GEORGIA.—By action of the Board of Directors of the Rotary Club all visiting Rotarians are to be guests of the club. It is earnestly urged and requested that all Rotarians from every section of the country on visiting Savannah make it a point to attend our luncheons, held every Tuesday afternoon at two o'clock.

ROTARIAN JAMES O. CRAIG of Chicago, Governor of the 12th District of Rotary (Illinois), was married at Memphis, Tennessee, February 26th, 1920, to Miss Frances Spaulding.

ST. LOUIS, MISSOURI.—Frank H. Houston, a banker Rotarian of St. Louis, goes to New York April 1st as Vice-President of the Chemical National Bank. Mr. Houston is one of the youngest senior banking officials in the United States.

DOWAGIAC, MICHIGAN.—The following is from the *Dowagiac Daily News*:

"To the accompaniment of pep, jazz music, high flung oratory, humorous persiflage, impressive speeches, a superfine banquet and the best of good fellowship, Dowagiac Rotary Club came into full fledged existence on the night of February 4th. Its charter was presented by H. E. Vandewalker of Ypsilanti, Governor of the Rotary Club of this District." Well, Dowagiac's on the map.

Kirksville, Missouri

has the distinction of being the home of two unusual institutions. One of these is the Original UNANIMOUS CLUB.

A Unanimous Club has to first be a Rotary Club, then it has to be such a good Rotary Club that when a question is voted on it is first discussed so fully that the vote when taken, whether settled negatively or affirmatively, is always settled unanimously.

The only such club on record is at Kirksville.

There was another one, once, in the Garden of Eden, but it only had one member—it broke up when Eve came along.

KIRKSVILLE, Missouri, is also the Home of

The American School of Osteopathy

The average hiram thinks of Osteopathy as a method of punching one's back and twisting one's neck until minor bodily ills are forgotten.

This concept of Osteopathy is as erroneous as the idea that the main thing a medical doctor does, in his off moments is to mix dope and roll pills, or that a surgeon's chief activity consists in reducing the patient's weight by means of cutting instruments.

In order that Rotarians may understand what the Osteopathic member of their club has really studied in order to become a physician, we take this opportunity to present the comparative subjects taught in the better Osteopathic and Medical Colleges.

To become an Osteopathic Physician one has to attend the college for a period of four

years of nine months each, and this attendance has to be actual and continuons attendance.

The American School of Osteopathy has graduated six thousand three hundred and seventy-three doctors since 1892.

It is the original or parent school, but there are

Rotarians George Still and Gene Brott

The American School of Osteopathy Kirksville, Missouri

SUBJECTS RECOMMENDED BY THE ASSOCIATION OF AMERICAN MEDICAL COLLEGES

Histology
Embryology
Osteology
Anatomy
Physiology
Chemistry and Toxicology....
MATERIA MEDICA
PHARMACOLOGY
THERAPEUTICS
Bacteriology
Pathology
MEDICAL ZOOLOGY
Clinical Microscopy
Physical Diagnosis

PRACTICE OF MEDICINE..... Surgery

Obstetrics
Gynecology
Pediatrics
Eye and Ear.....
Nose and Throat.....
Mental and Nervous Diseases.
Electro-Therapeutics
Genito-Urinary Diseases.....
Dermatology and Syphilis....
Hygiene and Public Health...
Dietetics
Medical Jurisprudence

SUBJECTS TAUGHT IN THE AMERICAN SCHOOL OF OSTEOPATHY AT KIRKSVILLE, MISSOURI

Histology.
Embryology.
Osteology.
Anatomy.
Physiology.
Chemistry and Toxicology.
PRINCIPLES OF OSTEOPATHY.
OSTEOPATHIC MECHANICS.
COMPARATIVE THERAPEUTICS.
Bacteriology.
Pathology.
MEDICAL BIOLOGY.
Clinical Microscopy.
Physical Diagnosis.
OSTEOPATHIC DIAGNOSIS.
PRACTICE OF OSTEOPATHY.
Surgery.
APPLIED ANATOMY.
Obstetrics.
Gynecology.
Pediatrics.
Eye and Ear.
Nose and Throat.
Mental and Nervous Diseases.
Electro-Therapeutics.
Genito-Urinary Diseases.
Dermatology and Syphilis.
Hygiene and Public Health.
Dietetics.
Medical Jurisprudence.
X-RADIANCE.

also at present other schools in the following cities:

Los Angeles, California

Chicago, Illinois

Des Moines, Iowa

Boston, Massachusetts

Philadelphia, Pennsylvania

Kansas City, Missouri

OSTEOPATHY is the practical application in its fullest and broadest sense, in the therapeutic field, as well as in every-day life, of the expression, "A SANE MIND IN A SANE BODY."

In other words it combats disease by looking on the human as a *vitalized machine*, and health as the condition of that machine when it is in perfect mechanical adjustment.

If you want to investigate Osteopathy as a School of Science, write for a catalog.

If you want the name of your nearest Osteopathic Physician drop us a line.

If you want the address of the nearest Osteopathic Hospital write or wire.

We will gladly furnish any kind of information regarding any subject connected with Osteopathy.

Hotels Statler

BUFFALO
450 Rooms 450 Baths

DETROIT
1000 Rooms 1000 Baths

CLEVELAND
1000 Rooms 1000 Baths

ST. LOUIS
650 Rooms 650 Baths

Hotel Pennsylvania

New York—Statler-operated

The Largest Hotel in the World

2200 Rooms 2200 Baths

Seventh Ave., 32nd to 33rd Sts., opp. Pennsylvania Terminal

Every guest-room in each of these hotels has private bath, circulating ice-water and other unusual conveniences. A morning newspaper is delivered free to every guest-room. Club breakfasts.



Karpen Furniture

Karpenesque upholstered Furniture interprets the ideals of the old masters in modern form, and is eminently adapted to the American home of today.

Sold by retail dealers everywhere

S. KARPEN & BROS.

CHICAGO MICHIGAN CITY NEW YORK



Depository of I. A. of R. C.

The nine hundred and fifty banks of Rotary are reminded that the ideals of cheerful service and wholehearted co-operation, so essential to every Rotarian, dominate the banking activities of the

UNION TRUST COMPANY
Madison and Dearborn Streets, Chicago

Rufus F. Chapin, Rotarian.
Vice Pres. & Secretary.

Milwaukee Chair Company

Makers of

Fine Chairs

Milwaukee
New York

Chicago
Seattle

C. H. EIFF, Rotarian

Denver, Colorado

Savoy Hotel

J. G. Nicholas, Manager

Rotary Club Luncheon held here Thursdays, 12:15.
Visiting Rotarians will please make themselves known

WEAR THE ROTARY EMBLEM

ENJOY THE DISTINCTION OF BEING A ROTARIAN



No. 71 10K \$2.50 Each
14K \$3.00 Each



No. 72 10K \$2.25 Each
14K \$2.75 Each



Midjet
No. 73 10K \$1.50 Each

ACTUAL SIZES

ENAMELED ROTARY PURPLE BLUE

Made by

THE MILLER JEWELRY COMPANY

Greenwood Building

Cincinnati, Ohio

CLIFF. MILLER, President, Rotarian

Obtain from your Rotary Jeweler or write us direct.

The Song of the Overseas Trade

MERCHANDISE! Merchandise!—
tortoise-shell, spices,
Carpets and indigo—sent o'er the high-seas;
Mother-o'-pearl from the Solomon Isles—
Brought by a brigantine ten thousand miles—

Rubber from Zanzibar, tea from Nang-Po,
Copra from Hayti, and wine from Bordeaux;

Ships with top-gallants and royals unfurled

Are bringing in freights from the ends of the world:

Crazy old wind-jammers, manned by Malays,

With rat-ridden bulkheads and creaking old stays,

Reeking of bilge and of paint and of pitch—
That's how your fat city merchant grows rich;

And tramps heavy laden and liners untold
Will lease a new life to a nation grown old.

Merchandise! Merchandise! England was made
By her Men and her Ships and her Overseas Trade.

Widen your harbours, your docks and your quays,

Hazard your wares on the seven wide seas,
Run out your railways and blast out your coal,

For only by trade can a country keep whole.

Feed up your furnaces, fashion your steel,
Stick to your bargains and pay on the deal;

Rich is your birthright and well you'll be paid

If you keep in good faith with your Overseas Trade.

Learn up geography—work out your sums,
Build up your commerce and pull down your slums;

Sail on a Plimsoll that marks a full hold:
Your Overseas Trade means a harvest of gold.

Bring in the palm-oil and pepper you've bought,

But send out ten times the amount you import:

Trade your inventions your labour and sweat:

Your Overseas Traffic will keep you from debt.

Hark to the song of the shuttle and loom,
"Keep up your commerce or crawl to your tomb!"

Study new methods and open new lines,
Keep up your factories, foundries and mines,

Think of what Drake did—and Raleigh and Howe,

And waste not their labours by slacking it now:

Work is life's currency—earn what you're worth,

And send out your ships to the ends of the earth.

Deep-bosomed mothers with wide-fashioned hips

Will bear ye good sons for the building of ships—

Good sons for your ships and good ships for your trade:

That's how the Peace-of-the-World will be made!

So send out your strong to the forests untrod,

Work for yourselves and your neighbours and God,

Keep this good England the home of the free

With Merchandise, Men, and Good Ships on the Sea,

Merchandise! Merchandise! Good honest Merchandise!

Merchandise, Men and Good Ships on the Sea.

—Milton Hayes, Manchester, Eng., Rotary Club.



SURF APARTMENT HOTEL Chicago, Illinois

The Surf Apartment Hotel was erected in 1917 at a cost of \$3,000,000 and has 173 apartments. It is considered one of the finest buildings of its kind. Plans for the hotel were developed under the direction of E. B. Woolf & Co., Chicago, and the architect was J. A. Armstrong, also of Chicago. Schampel & Dougherty installed the heating system. Three No. 320 Portable KEWANEE smokeless (downdraft) boilers were used.

After Three Years' KEWANEE Service

The letter reproduced in this advertisement substantiates the claims made for KEWANEE BOILERS, as to low operative costs and the burning of fuel *without smoke*.

These boilers were not of special design, and what they are doing in the Surf Hotel can be duplicated in any other building where a little care is given the heating equipment.

Kewanee Boilers are built of steel and designed for heating Schools, Apartments, Churches, Hotels, Factories, Garages, Large Residences, Theatres, and all of the *better* buildings.

ORGANIZATION
DEVELOPMENT
FINANCING
MANAGEMENT

E. B. WOOLF & Co.
BUILDING CONSTRUCTION
RECTOR BUILDING
CHICAGO

Kewanee Boiler Co.,
Kewanee, Ill.

March
3rd,
1920.

Gentlemen:

We are glad to comply with your request to put in writing the satisfaction which we have so often expressed verbally, with the boilers and heating plant at the Surf Hotel. The Surf Hotel is an apartment hotel of 173 splendidly appointed apartments with many public rooms, commanding a wealthy clientele, consequently requiring the highest class of service in all departments.

The boiler plant which serves the heating system, hot water heaters, and laundry, consists of three No. 320, portable type, Kewanee, downdraft smokeless boilers, each with a rated capacity of 16,000 square feet. From the start, the installation gave absolute satisfaction, and in spite of the fact that there are 35,000 square feet of radiation in the building, plus an equivalent of approximately 10,000 square feet for the steam supply to the hot water heaters, we required only the use of one of the three boilers, until about January 1st, of this year, when we put two boilers into service to avoid the frequent disturbing of the coal bed, and consequent loss of heating value. During the periods of coal shortage in 1917 and 1919, we burned almost every kind of coal, however, we use nothing but the best qualities of Illinois coal, prepared in size, our experience having proven that size to be the best adapted to our purpose. The coal consumed during the past year averaged for the year approximately three tons per day, a very low amount, which, however, will be somewhat exceeded this year with the hotel fully occupied.

The boilers were put in service in the fall of 1917 while the building was under construction, and the engineer in charge of the plant reports that up to date, after two years of service, there has been no money whatever spent for repairs. Some minor repairs, due to careless handling of the fires, while the building was under construction. We can well say that the plant has been satisfactory from every standpoint, including that of smoke consumption, and that this type of boiler, as well as the entire heating plant, merits full commendation and recommendation.

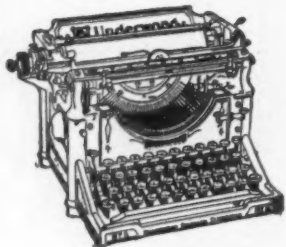
Yours truly,

E. B. Woolf & Co.,

By *Max Platt*

KEWANEE BOILER COMPANY
KEWANEE, ILLINOIS

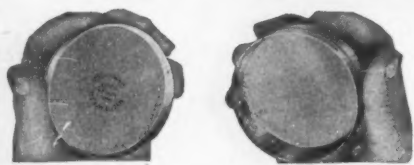
Why Buy a Typewriter Because Someone Says It Is



**"JUST AS GOOD" as the
UNDERWOOD**

*Buy the Machine which is the
Standard of Quality*

SPEED—ACCURACY—DURABILITY



Myer's Patent Tin Boxes

"The Label Sticks—It's Part of the Box"

End Labeling Troubles

Just paste your label on the cardboard top in the tin cover, and it will stick forever. Or, write on the cardboard and save labels. Best quality ointment boxes you can use. No sharp edges to tear your fingers; to hurt your customers. Every box perfect; full count in every carton. Easier, quicker and safer to handle. Sell your goods more readily and please your customers better. Made in ¼-oz. to 16-oz. sizes. Gilt Lacquered or Plain. Also Ready-Labeled for Standard Ointments. Ask for them. Made by

MYERS MANUFACTURING CO.

Rotarian John H. Booth, President
CAMDEN NEW JERSEY



MEMORIALS

Bronze Tablets :: Honor Rolls

CARL E. NORD, Rotarian
METROPOLITAN BLDG.
Sioux City, Iowa

Rotary Emblems for Offices or Window Displays

6½ inches diameter Metal Wheels, enameled on a dark Oak Shield.

A. To hang, \$6.00 B. To stand, \$6.50

F. O. B. NEWARK

EUGENE LEFEVRE, 892 Broad St., NEWARK, N. J.

All kinds of Coats of Arms carved to order.



When You Order Your Next Suit—

Insist that your tailor
use **ABSOLUTE HAIR
CLOTH** in the next
garment you order and
avoid the hair working
out of the coat.



ABSOLUTE Hair Cloth

"The Hair Can't Work Out"

Write for folder and get
full information in
reference to the merits
of **ABSOLUTE**.

GEO. S. COX & BRO.
Inc.

Sole Makers of

**ABSOLUTE
Hair Cloth**

Cambria and Ormes Street
PHILADELPHIA

POSTAGE

The 25c monthly magazine that tells
how to transact business by mail—
Advertising, Selling, Collecting, Catalogs,
Booklets, Circulars, Letters, Office Systems,
Money Saving Ideas. Send \$1 for 6 mos.
POSTAGE, One Madison Ave., New York

PRE-ROTARY SENTIMENT

G. S. Weaver, who wrote of "The Friendship of Business Men" in 1885, was a Rotarian without knowing it, says "Revolutions" of the Rotary Club of Berkeley, Calif. Here are some of his words:

TRUE business is useful, generous, ennobling. It is a school for the intellect, the hand and the heart—the great school in which many grand men are made—more grand men than in any other school, or all other schools. This is a lesson for young men to learn; for in it is the true philosophy of business, and the true idea of friendship of business. Legitimate business is not heartless and base. It is elevating and humane.

No man who has any large acquaintance with first-class business men has failed to observe their noble friendships, their readiness to help one another in every emergency, to guard the good name of each associate, and to hold onto these pleasant relations and offices thru long and laborious lives.

In these latter days it has become almost proverbial that successful business men have a noble, even a tender friendship for mankind, which is notably shown in the great catastrophes, like fires, or epidemics, when these open-hearted men have poured out their contributions as the generous clouds pour out their floods upon the needy soil.

So in their fine hospitalities and associations with one another, and with the communities in which they live, they show that their business has sharpened and broadened their friendships rather than dulled and narrowed them.

Success elevates noble natures. And no kind of success does this more than business success. The friendships of business partners and of those who do business together, or even of those who are on the same street, often become like the friendship of Jonathan and David, and are as creditable to human nature as to the integrity and usefulness of business. Business as a whole tends to friendly intercourse among men; and the friendships of business men are strong, honorable and genuine.

A Small Potato

A SMALL potato is a little thing. It has eyes, yet it sees not. Its skin is usually very thin and it is very easily bruised. It is very dense and no light penetrates either into or thru it, nor does it radiate any light or warmth. It must usually be roasted or cooked before it is good for anything.

How many men who are like unto small potatoes. Tho they have eyes, they are not quick to see their own opportunities, nor can they see good in others. Their skin is tender and when their own shortcomings are made plain to them or when they see others possess of qualities or attributes they themselves lack it bruises and hurts them. They are cold and dense, offering neither cordiality nor cheer to their fellows, nor appreciating it in others. They do not care to make the effort to bring the lights of accomplishments or the benefits of civic activity and they decry it in others. It is usually necessary to roast them well before you can even make them appreciate that they are small potatoes.

Don't be a small potato.—*Brownsville Rotary Club Wheel of Progress.*

Obvious

"In what condition was the patriarch Job at the end of his life?" asked the Sunday school teacher of the quiet-looking boy.

"Dead," calmly replied the youngster.

How many men in your line of business are represented in this list?

WHATEVER your business may be, run your finger down the columns in this panel. You will find your business listed there; and with it the number of men in it who are moving to larger success with the help of the Alexander Hamilton Institute's Modern Business Course and Service.

If you feel that your business is different, that what may help others cannot help you, see how many men in your own business are already subscribers to this Course. They have realized that the fundamentals underlying all businesses are the same. They want to know these principles—and how to apply them.

Some of the men whom you have envied are there. Some of the men of whom you have said: "I know as much about our work as he, why is he lifted into an executive position while I stay here?"

And this is the answer:

Executive responsibility demands more than knowledge of one department of business; it requires the all-around knowledge of all departments, which is so rare that the men who have it are always in demand.

What department of the business are you in

FOR ten years the Alexander Hamilton Institute has specialized in just one thing. It has only one Course. Its business is to train men for the higher executive positions in business.

It takes the man who knows one department—whatever it may be, and adds a knowledge of organization and sales, of merchandising, of credits, of corporation finance, of advertising, of investment, of accounting, of traffic and of costs. It puts at his disposal training and experience that would otherwise take years to acquire.

THE ROTARIAN

Over 110,000 men, classified by industries, who are using the Modern Business Course and Service

Manufacturing	Public Service
3,713 Automobile and Vehicle Manufacturers	943 Electric Railroads
786 Bakers and Confectioners	872 Express, Forwarding and Transportation Companies
945 Boots and Shoes	1,344 Gas Companies
586 Brewery, Liquor Dealers and Distillers	2,518 Power and Light Companies
2,125 Building Materials	2,236 Steam Railroads
1,964 Clothing and other Wearing Apparel	608 Steamship Companies
1,020 Dairy Products	2,124 Telephone and Telegraph Companies
698 Foundries	468 Water Companies
2,396 Drugs, Chemicals and Toilet Preparations	11,113
3,819 Electric and Lighting Appliances and Supplies	Trading
1,022 Farm Implements and Supplies	898 Advertising Agencies
1,128 Furniture and other Household Goods	1,753 Automobile and Supplies Dealers
745 Glassware	948 Builders and Contractors
654 Millers and Grain Dealers	917 Commission Merchants
1,304 Hardware	1,985 Department and General Store and Mail Order Houses
1,032 Heating Appliances and Plumbers Supplies	776 Dry Goods and Notions
3,668 Iron, Steel and Wire	1,578 Groceries and other Food Stuffs
414 Jewelry	563 Insurance Brokers
463 Leather	980 Packers and Canners
1,706 Lumber	469 Produce Brokers
4,088 Machinery	1,828 Real Estate Companies and Brokers
1,001 Metals	12,695
568 Music and Musical Instruments	Mining
2,230 Office Devices and Supplies	1,178 Coal
2,145 Oil	1,361 Copper
1,158 Optical Goods and Photo Supplies	1,482 Other Mining
903 Paint	4,021
1,424 Paper	Professions
340 Pottery	406 Architecture
1,218 Powder	1,305 Education
772 Printers and Stationers	2,845 Engineering
1,201 Publishing and Periodicals	748 Law
594 Railroad Equipment	683 Medicine, Surgery, Dentistry
468 Refrigerating and Ice Companies	1,122 Public Accountancy
3,172 Rubber	7,089
469 Smelters and Refiners	Miscellaneous
467 Sugar	240 Amusements
1,445 Textiles	607 Commercial Organizations
703 Tobacco	545 Farming
54,554	2,992 Government, State and City Officials and Employees
Financial	454 Hotels, Restaurants, Clubs, etc.
4,229 Banks	550 Students and Educational Organizations and Employees
478 Insurance—Fire	5,898 Men in other Business Activities
1,235 Insurance—Life	11,286
936 Insurance—Others	
1,578 Stocks and Bonds	
1,277 Trust Companies	
9,733	

Total to date 110,491

will delay. And in that moment each man will—unconsciously—have passed judgment on himself.

Advisory Council

BUSINESS and educational authority of the highest standing is represented in the Advisory Council of the Alexander Hamilton Institute.

This Council includes Frank A. Vanderlip, the financier; General Coleman duPont, the well-known business executive; John Hays Hammond, the eminent engineer; Jeremiah W. Jenks, the statistician and economist; and Joseph French Johnson, Dean of the New York University School of Commerce.

'Forging Ahead in Business'—a book for men of action

THE Alexander Hamilton Institute does not seek drifters as its subscribers. It will not knowingly enroll a man who has not in him the capacity for progress. Its successful subscribers are the foundation of its pre-eminence.

To sift out of the many who are merely curious, the few who have the capacity for success, the Institute has prepared a 116-page book entitled, "Forging Ahead in Business." It has proved immensely valuable to over 110,000 men; it contains information of value to any man who is earnestly asking himself: "Where will I be ten years from now?"

If you are such a man; if you have in you the serious purpose to put yourself among the successful executives of business, there is a copy of "Forging Ahead in Business" for you without obligation.

Only you can decide the question. The coupon gives you the opportunity; send for "Forging Ahead in Business" now.

Alexander Hamilton Institute

455 Astor Place New York City

Send me "Forging Ahead in Business" without obligation.

Name

Business Address

Business Position



A tragic fact about life is that most men have good resolutions, but only a few have the capacity to act.

Of all the men who have read the advertisements of the Alexander Hamilton Institute, and have intended to enroll, over 110,000 have acted by enrolling.

Today, the opportunity is open to you to act. Of any two men who will read these words, one will act and the other

"Say it with Flowers"



And Your Message Will LIVE!

EASTER and flowers—how inseparable! Through countless ages, the unfolding of bud and blossom has symbolized the life re-born.

Lilies of immaculate loveliness—roses in the glory of their beauty—flowering plants that perpetuate their joyous message—all are most appropriate tokens for Easter-tide.

Let flowers convey your Easter greetings. Nothing more sweetly significant—more subtly welcome—more universally convenient—than flowers.

Just see your local Rotary Florist
—he will do the *REST*

Associated Rotary Florists

Delivered the same day that you order anywhere in the U.S. as carefully as tho you personally attended to all detail.



SOME FOLKS LAUGH AT THESE



RIGHT AT HOME

"AND what were you in civilian life?" asked the captain.

"I was a traveling salesman, sir," replied the recruit.

"That's all right, then. You'll get plenty of orders around here."

Opportunity for Speculation

The teacher of a night school in a Western town was trying to install into the minds of certain of her discouraged pupils some notions of ambition.

"Do you know," she asked of a disreputable-looking lad of nineteen, "that every boy in this country has a chance to become President?"

"Is that so?" asked the boy, reflectively. Then he added, "Say, teacher, I'll sell my chance for fifteen cents!"

Parental Instruction

When father came home to dinner he observed a vacant chair at the table. "Where's the boy?" he asked, nodding to the chair.

"Harold is up-stairs," came in a tone of painful precision from the mother.

"I hope he is not sick."

There was an anxious pause. "No, he is not sick," continued the mother. "It grieves me to say, Richard, that our son, your son, has been heard swearing on the street. I heard him myself."

"Swearing!" exclaimed the father. "I'll teach him to swear!" And with that the angry parent started up-stairs in the dark. Half-way up he stumbled and came down with his chin on the top step.

When the confusion had subsided Harold's mother was heard saying, sweetly, from the hallway:

"That will do, Henry, dear. You have given him enough for one lesson."

Dying by Inches

Seth Woodbury was a tight-fisted old farmer. When his brother William died, it was said that Seth had even grugged the money for proper medical care. Seth hitched up and drove to town to have a notice of his brother's death inserted in the local paper.

"There ain't no charges, be there?" he asked anxiously.

"Oh, yes, indeed," answered the editor, "our rate is a dollar an inch."

"Cracky!" muttered the old man, "a' Bill six foot two!"

True, Anyhow

There's little poetry in this,

But much truth, you will own:

The hand that pulls the trigger is

The hand that rocks the throne.

Has a Good Memory

"Speaking of bathing in famous springs," said the tramp to the tourist, "I bathed in the spring of '86."

Why the Baby Was Bounced

Johnny—"Ma, little brother came from heaven, didn't he?"

Mother—"Yes dear."

Johnny—"Well say, Ma."

Mother—"What is it, Johnny?"

Johnny—"I don't blame the angels for throwing him out, do you?"

Regarding the Truth

"De truth ain't allus easy to git at," said Uncle Eben. "A man kin sometimes say sumpin' in half a minute dat he can't explain in five years."—Washington Star.

A STORY OF THE FRONT

THE hobo knocked at the back door, and the woman of the house appeared.

"Lady, I was at the front—"

"Poor man!" she interrupted. "Wait till I give you some food, and then you shall tell me your story." After she had given him a hearty meal she anxiously inquired, "What brave deed did you do at the front?"

"I knockt," he replied, meekly, "but couldn't make nobody hear, so I came around to the back."

Just Preceding the Storm

Mr. Brown—I had a queer dream last night, my dear. I thought I saw another man running off with you.

Mrs. Brown—And what did you say to him?

Mr. Brown—I asked him what he was running for.

When Papa Fled

Little Helen had been especially inquisitive one evening, and her father, who had patiently answered her questions, was becoming exasperated. Finally she said:

"Papa, what do you do at the office all day?"

Papa's patience gave way and he replied. "Oh, nothing!"

Helen pondered over this answer for a moment and returned to the charge with:

"But how do you know when you are done?"

Nobody Home

Mistress—Bridget, I told you twice to have muffins for breakfast. Have you no intellect?

Bridget—No, mum; there's none in the house.

For the Land's Sake

Lady—What is that peculiar odor I get from that field?

Farmer—That's fertilizer.

Lady—Oh, for the land's sake!

Farmer—Yes, lady.

Expert Knowledge

Teacher—Johnny, can you tell me what a hypocrite is?

Johnny—Yes, ma'am. It's a boy what comes to school with a smile on his face.

A Lot of Business

A writer in Printing Art tells a story of a Southern ducky, named Jones, who appeared at his accustomed corner after an absence of several weeks, and was greeted by one of his cronies with: "Howdy, Mistah Jones! Hahn't seen yo' fo' a long time. What you-all bin doin'?"

Jones drew himself up proudly as he made his reply:

"Ise suah bin doin' a heap ob business, Mose."

"How you bin doin' so much business?"

"Yo' know dat gray mare I used to hab?"

"Yessir."

"I traded dat mare fo' some sheep."

"Whe' am de sheep?"

"I dun trade de sheep fo' some cattle."

"An' you got de cattle?"

"Nope, I traded dem fo' some hawgs."

"An' what am de hawgs wuth?"

"'Bout sixty dollars."

"What was de gray mare wuth?"

"Guess 'bout sixty dollars."

"Mistah Jones, whe' you bin makin' eny money?"

"Go long, you fool niggah! I didn't say I make money; but jes look at de business I been doin'!"



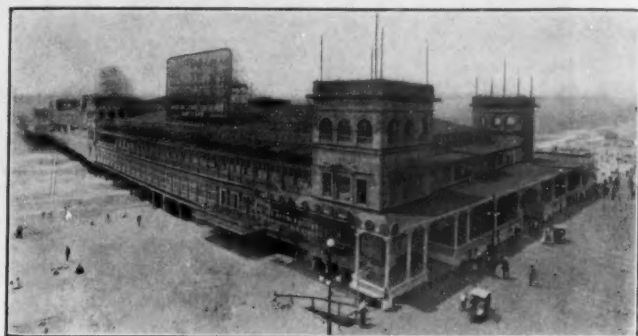
Pre-Convention Headquarters—City Hall



The Absecon Lighthouse

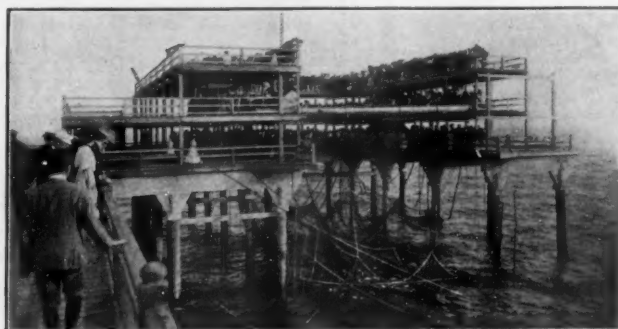


On the Beach



President's Ball—The Million Dollar Pier

Rotary Fellowship
Sea Breezes
Ocean Bathing
Yachting
Deep Sea Fishing
at the



Net Haul—Million Dollar Pier

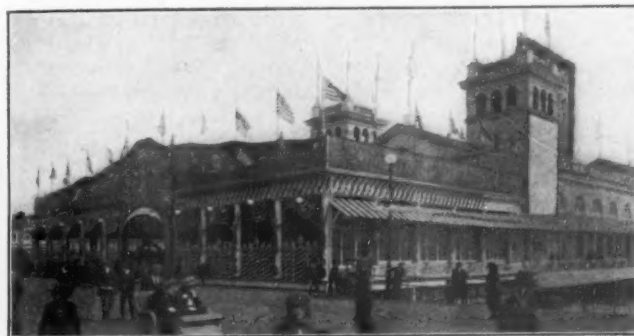
Eleventh Annual Convention
of
International Rotary
at
Atlantic City, N. J., U.S.A.
June 21 to 25, 1920



Flying



Convention Week Headquarters—The Steel Pier



Wednesday Eve Frolic—Steeplechase Pier

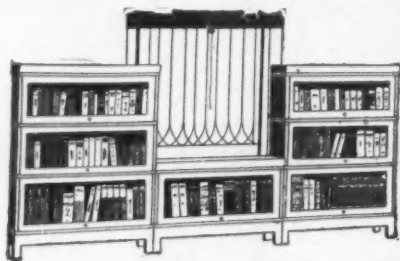


Cincinnati

The Central Manufacturing City of the United States

Globe-Wernicke

The truly Great owe much of their greatness to books. Good reading is the surest foundation for greatness.



Sectional construction enables you to build the Globe-Wernicke case around windows, in corners, beside fireplaces, wherever convenience or artistic taste dictates. Furnished in period styles and varied finishes to suit surroundings.

Books protected by dustproof glass doors that open and close without sticking.

Call and see them at the Globe-Wernicke Branch or Agency in your city or write for our beautiful Art Catalog (free), which suggests many artistic arrangements.

Branches and Agencies in 2000 Cities

The Globe-Wernicke Co.
CINCINNATI

The Shrewd Advertiser—

STAMPS APPROVAL

Upon Mediums that Deliver the Goods

The Cincinnati Enquirer's

Gain in Advertising in January, 1920,
over the corresponding month in 1919

Amounted to

322,322 lines

For Expert

DECORATING

and Successful

EXPOSITION

MANAGEMENT

WIRE OR WRITE US

We execute all details. We assume all responsibility.

Gatherings and functions of all kinds—far or near, large or small, it makes no difference.

Send for estimate

Without obligation we will gladly send approximate estimate, on any job, in any part of the country.

George E. Fern, Rotarian

1252-1254 Elm Street, Cincinnati, Ohio

Official Cincinnati Rotary Decorator



The Howard System mile post sign service costs but a few cents per day. Write for rates.

Address **KENNETH HAUER, Rotarian,**
Bank and Patterson Sts., Cincinnati

Cincinnati

The Home of Three Thousand Factories



We control Northern Kentucky

Outdoor Advertising

Among our clients are:

Cincinnati Abattoir
American Chicle Co.
Big 3 Overall Co.
Eight Hour Tobacco Co.
Ohio Butterine Co.

Write for list of available locations

KING SIGN SYSTEM

Covington, Kentucky

E. CLARK HALL, Jr.

ROTARIANS

W. A. HOPPLE, Jr.

HALL'S SAFE CO.

Largest and Best Equipped Safe
and Vault Factory in the World

Sole Makers

Hall's Patent Fire and Burglar Proof Safes

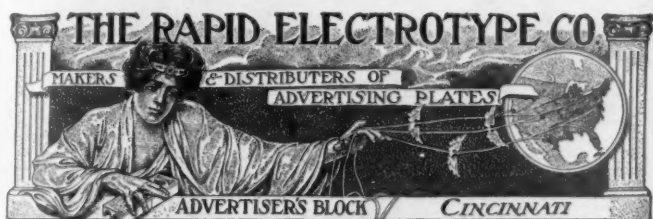
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EDWARD V. CONWELL

General Attorney for American Railway Express Company, told the Philadelphia Rotary Club this month that:

From March 1 to July 1, 1918, 127,851 packages could not be delivered because ADDRESS WAS MISSING.

25,500 packages went astray monthly for the lack of markings showing from whom package was received, and for whom intended.

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A. W. MANSFIELD, Rotarian

The Great Day of No Work

BOGGS was an artist—that is to say, an illustrator. Occasionally an illustrator is an artist, so you need not say anything witty about the statement that Boggs was an illustrator and an artist. He belonged to the Illustrators Union, Local No. 1, of New York City, which was affiliated, thru the A. F. of L., with the plumbers, the cooks, the dock wallopers, the sculptors, the prune peelers, the truck drivers, the oyster openers, the waiters, the actors, the street sweepers, the authors, the bank clerks, the horse shoers, the preachers and all others who win their bond coupons by the sweat of their brows, whether the sweat runs down on the outside and makes their whiskers luxuriant, or runs down on the inside and helps grease the brain.

He was fairly prosperous, more so than he had ever been, was Boggs; he was making payments on a cottage in the country, the family ate meat several times a week, and it looked as if there would be enough of the wooden garage, split into short lengths, to give a little bit of fire every now and then right on to spring.

He liked his employers, and his employers liked him. They paid him a great deal more than he was worth, because the public liked his work, and he knew that he was overpaid, and wisht to keep on being overpaid. But one day he walked into his boss's office and said with a sigh: "Mr. Juggins, I am thru."

"Thru? What's the matter?"

"I'm finisht. I'm off the job?"

"But, Great Scott, Boggs! Aren't we paying you enough?"

"No kick on the salary, boss."

"Are you overworking? If you are, we'll get you an assistant to do some of the rougher work, such as laying the heavy pigment onto the canvases and signing your name in big letters. I have always thought that you signed your name so large that it must tax you physically, even altho it never seemed to hurt your nerve."

"No, Juggins, I'm not overworkt at all. I employ all the assistants I need, and they have been doing the heavier part of it for the past year."

"What is it, then, Boggs?"

"I'm called out, Juggins. I don't want to go out. But if I don't go, I'll get kickt out of the union, and then I'll starve to death. The illustrators have been called out on a sympathetic strike."

"In sympathy with whom?"

"With the cooks."

"But where did this thing start?"

"In my own home, Juggins, I'm sorry to say. We have had a cook for almost a year, now . . . it seems strange, but it's true. Last week my wife askt her why she always served boiled potatoes with the skins on. She replied that she was a cook, and not a potato peeler. She said that she had no objection to cooking potatoes with the jackets off, if my wife or some one else would peel them; but as for her, peel them she would not.

"My wife refused to accede to her demands. My wife held, and I backt her up in the con-

tention, that it is the duty of a cook not only to cook the food but to prepare the food for cooking . . . to do such things as stringing the beans, washing the spinach, singeing the chickens, and so forth.

"The cook replied that, fortunately, this was not a matter of opinion at all; but that it had been settled. The Cooks Union had recently voted on the matter, and had decided that a cook was to cook, and was to do nothing but cook.

"And the consequence was," continued Boggs, "that three days ago the cook went out on strike. And today I have been ordered out on strike in sympathy with my own cook who is striking against me."

"Why don't you accede to the cook's demands, get that strike called off, get the sympathetic strike called off, in turn, and stay at work here?" asked Juggins.

"Unfortunately," said Boggs, "I am not only an employe of yours, belonging to the Illustrators Union, but as an employer of labor I belong also to an association of employers. This association will not permit me to yield to the demands of my cook. If you will look thru your mail carefully today, Mr. Juggins, you will find a letter from this same union of employers taking up this very case of the Boggs cook—for you are yourself a member of this same employers' union."

"I see," said Juggins.

"I have been declared unfair by the Cooks Union," said Boggs. "The Illustrators Union, to which I belong, has ordered me out in sympathy with my cook, and they are prepared to declare me a scab if I don't strike against you. If I do strike against you, or if I do yield to the cook, the employers' union will bend something over my crown."

"It looks to me," said Juggins, "as if you were ruined, no matter what you do or what you don't do. What do you think you'll do for a living?"

"There are two courses open to me," said Boggs, "and I am wavering between them. One is to violate a lot of the injunctions against me and go to jail and stay there. The other is simply to quit work entirely and become dependent for support upon charity, Government pensions, and all that sort of thing."

"But if you stop your work, my business will be ruined also," said the publisher. "My magazines sell largely because you illustrate them."

"Your business is ruined already," said Boggs, "but you haven't found it out yet. All your authors have been called out in sympathy with my cook, and the advertising solicitors composers, pressmen and so forth are preparing to go out."

"Boggs," said Juggins, "let us just leave the damned business and get us a couple of tomato cans and hobo."

"Juggins," said Boggs, "it isn't that easy. There is a hoboes' union too, nowadays. You can't hobo unless you belong to it."

"Then what shall we do?"

"Do? Nothing. The millennium is here, if you only understood it. The great day for which the ages have waited has arrived. Nobody at all is ever to do anything any more."

—Don Marquis in New York Sun.



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Size 2x1 1-4x3-16 inch
Ring Fits Anyone

A convenient device that slips on any finger, allowing free use of hand, and operates quickly and neatly with a natural stroke of the hand by simply passing over the paper surface.

PREVENTS FINGER-MARKS and SOILING

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Made from metal and highly polished. Needed on every desk and in every mailing room.

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Travelers say that no hotel in America
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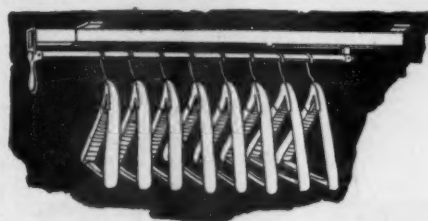
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I wonder if
 there are any
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Space Saving — Sanitary — Practical

The increasingly popular NUWAY garment carriers have been given a new name. Hereafter they will be known and advertised nationally to the people of America under the more appropriate and descriptive title of the Knappe & Vogt Garment Care System.

We bespeak the continued good will and patronage of the host of Rotarian customers who have come to us through our monthly notice on this page.

Their attention is invited to our page advertisements in Good House-keeping Magazine, Architectural Record and American Builder, com-mencing early in 1920 and appearing regularly throughout the year.

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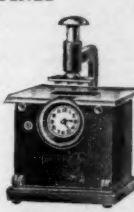
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New York City, N. Y.



SOME GOOD RESOLVES

I, a man, being of sound health and disposing mind, and of the age of 21, hereby set down these things that I have resolved:

I will profit by the experience of others and will not wait to learn sense by my own experience.

I will study the older men I meet and find out from them what is profitable and what is bad.

I will not insist on the expensive and often fatal method of trying out everything on myself.

I will be teachable. From every human being I encounter I will learn something.

I will avoid egotism, boasting, speaking of myself and all other forms of vanity, as disgusting to my friends and weakening to my own personality.

I will decide by my intellect what my taste ought to be and make myself like the right things; I will put away the weakling's argument that "I can't help my likes and dislikes."

I will find out what kind of food is good for my health, and learn to like that.

I will keep clean in body and mind.

I will not accept as a satisfactory standard what the majority of people are and do; but will decide for myself what is right and normal, and stick to that.

I will allow no person nor institution to coerce my opinion; my judgment shall remain untrifled, unbribed, unsexed; in this I will not be truculent and offensive, but modest and open to conviction.

I will not declare my belief in anything social or scientific that I do not clearly understand.

I will learn to do some one kind of work expertly, and make my living by that.

I will take from the world only the fair equivalent of what I give it.

I will never take revenge, will harbor no grudges, and utterly eliminate any spirit of retaliation. Life is too short for destruction; all my efforts shall be constructive.

I will not engage in any business or sport that implies fraud, cruelty, or injustice to any living thing. I will hurt no child, punish no man, wrong no woman.

In everything I do I shall strive to add a little to the sum of happiness and subtract a little from the sum of misery of all living creatures.

I will constantly try to make myself agreeable to all persons with whom I come in contact.

I will never indulge in self pity, nor will I speak disparagingly of myself. I will talk of myself as little as possible. I will regulate myself strictly, but will never undertake to regulate anybody else. I will mind my own business.

I know death is as natural as birth and that no man knows his hour. I will not fret at this, nor dodge it, but so live that I am ready to go.

I will believe that honesty is better than crookedness, kindness is better than cruelty, truth is better than lies, cleanliness is better than dirt, loyalty is better than treachery, and love is better than hate or coldness; and I will trust my life and my career to an unfailing reliance upon this creed.

—Dr. Llewellyn C. Franz, in "Get Together," Chattanooga, Tenn.

THE RIVALS

A YOUNG man was seized with a raging toothache. A friend took him to a dentist's to have the tooth out. But the sufferer, after a chance look into the operating room, whispered doubtfully:

"By Jove, you know, I'm afraid to let this chap tackle my teeth. He and I are rivals for the same girl's hand."

But his friend persuaded him that his fears were absurd, so, when his turn came, the young man disappeared.

A long time passed. The man waiting outside grew restless. At last, fearing that something serious might have happened—that his friend's doubts might have been too well founded, after all—he opened the door and entered the chamber of horrors.

What a sight met his eyes! The patient lay, pale and unconscious, in the operating chair, while with a maniacal smile the dentist bent over him, pulling out tooth after tooth, and murmuring gaily, as he tossed the little white ivories in the air—

"She loves me, she loves me not. She loves me, she loves me not."

—London Opinion

Weren't Losing Anyway

LAST summer a party of friends were on a walking tour through the mountains of North Carolina. One day they were anxious to reach Eagle Nest by sunset, but were not certain about the distance to be traveled. Meeting a native, they inquired.

"Five miles," was the reply.

After walking about six miles farther, they ran across another native and put the same question to him.

"Five miles," he replied.

They went on about eight miles, then met still another inhabitant of the mountains.

"How much farther do we have to go to get to Eagle Nest?" inquired one corpulent member of the party.

"Five miles," came back to him again with a dull thud.

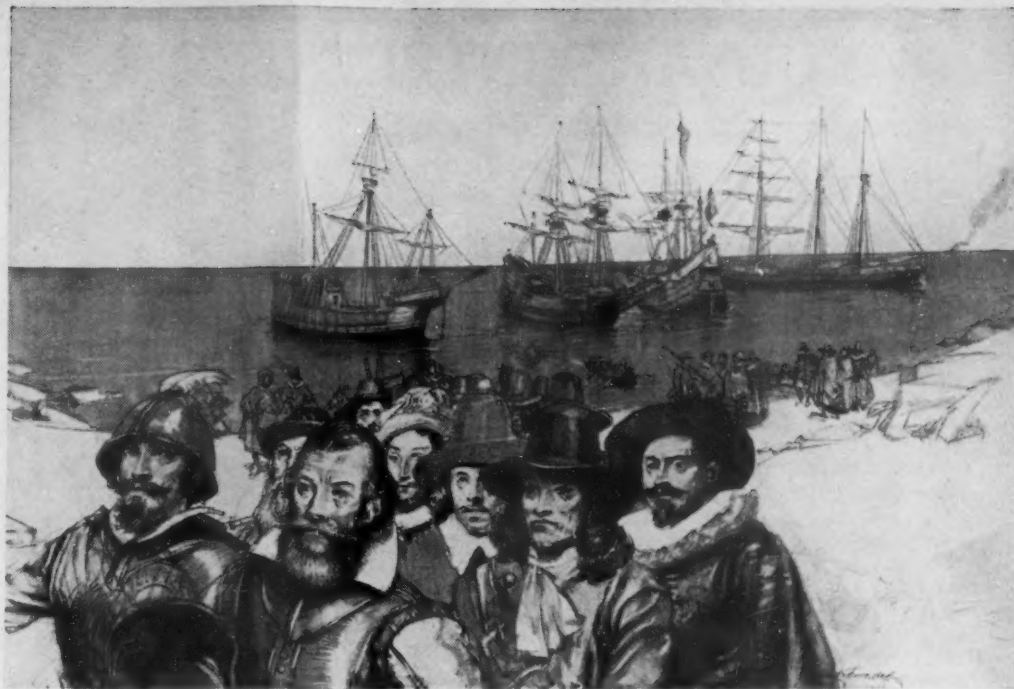
The fat man sat down and, fanning himself vigorously with his straw hat, said:

"Thank goodness, boys, we are still holding our own."

Upkeep of a Dramatic Collar

Sir: A fortnight spent in chaperoning a special train of Thespians, making one night stands in the middle west, gave an opportunity to observe closely a member of the company whose collar upkeep was negligible. After wearing it one day he got busy with a piece of art gum, deftly removing traces of the previous day's wear. The third day the operation was repeated, but supplemented with a piece of chalk. To a superficial observer the collar almost glistened in its pristine whiteness. By reversing the fourth day, with careful grooming, the actor was enabled to get by for nearly a week on one collar. He was also the proud possessor of an "Annie Oakley," one of those trick overcoats with a detachable near-fur collar, with some more of the same material sewed on the edges of the cuffs and at the bottom of the coat. Whenever we made a town and he started up the "main stem," with his cane, spats, and two-gallon hat, he simply knocked 'em dead.

—OLD TIMER in Chicago Tribune Line o' Type.



Our Many-Tongued Ancestors

Born of the diverse nations of the earth, Americans appreciate, now more than ever before, the necessity for national unity; one flag, one purpose, one form of patriotic understanding.

A confusion of tongues makes for a confusion of ideas and principles. Everything which goes toward the up-building and maintenance of a one language people makes for national strength and national progress.

It is in such service that the Bell Telephone has played so vital a part. Its wires reach every corner of the country, making intimate, personal speech be-

tween all kinds of people a matter of constant occurrence.

But the telephone is no interpreter. If its far reaching wires are to be effective, those who use them must speak the same language. The telephone best serves those who have become one with us in speech.

Yet uniformity of language is not enough from those who would gain the greatest good from the telephone, neither is financial support enough; for complete service makes essential true co-operation on the part of every subscriber.



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Universal Service

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Nearly Six Thousand Acres

One-third cutting hay, three-fourths already irrigated, will when sagebrush is off.

Thirty Dollars per Acre

Price includes sixty miles fence, water rights, ditches, adjoining national forest grazing permits, several section leases, splendid fourteen-room brick, eight-room frame, five-room frame, five log houses, several barns, stables, garage, blacksmith shops equipped, icehouses, Delco electric light and power plant, Pelton waterwheel.

Gravity Spring Water Everywhere

Beautiful well stocked trout pond, boat, large stock scales, road grader, all implements, machinery, equipment complete.

Railroad Station on Ranch

About two thousand splendid stock cattle, band of fine sheep, and many well bred horses at market value with the place.

Write Dr. Jno. A. Donovan, Rotarian

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"THE ROTARY WHEEL"

The Magazine of British Rotary

Subscription Two Dollars a Year—Commencing Any Time

Send your name and address and two dollars to Frank R. Jennings, I. A. of R. C., office 910 Michigan Ave., Chicago, Ill. He will forward them.

By placing your advertisement in "The Rotary Wheel," you will appeal directly to 2500 of the leading British and Irish manufacturers, jobbers, retailers. You could not choose a better medium. Rates moderate. Obtainable from Frank R. Jennings (address as above) or direct from Thos. Stephenson, Sec'y British Association of Rotary Clubs, 6 So. Charlotte St., Edinburgh, Scotland.

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they commend them-
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Is the story of Peter Perkins and how he accumu-
lated \$10,000 in ten years by investing \$25 per
month in high-grade listed stocks and bonds on a
novel plan. "Getting Ahead" is as interesting as
anything you ever read.

Thousands have read it and are now "getting ahead" financially on the
same plan. You will be fascinated with it. But better still, it will show
you a new way to invest your savings monthly—how to get interest,
plus a PROFIT, on your money—without sacrificing safety. We send
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famous American Coaster Slide
in action. Will take care of one
hundred and twenty-five children per
minute and is a whole playground in
itself. It is manufactured by the only
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for large illustrated catalogue of every
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THIRTEEN BIG MISTAKES IN LIFE

JUDGE M'CORMICK of San Francisco says
these are the 13 mistakes of life:

1. To attempt to set up your own standards of right and wrong.
2. To try to measure the enjoyment of others by your own.
3. To expect uniformity of opinions in this world.
4. To fail to make allowances for inexperience.
5. To endeavor to mould all dispositions alike.
6. Not to yield to unimportant trifles.
7. To look for perfection in our own actions.
8. To worry ourselves and others about what cannot be remedied.
9. Not to help everybody, wherever, however, and whenever we can.
10. To consider anything impossible that we cannot ourselves perform.
11. To believe only what our finite minds can grasp.
12. Not to make allowances for the weaknesses of others.
13. To estimate by some outside quality when it is that within which makes the man.

—From *The Hub*, Publication of Chamber of Commerce, Jackson, Michigan.

Be a Good Forgetter

LIFE is too short to remember the things
that would prevent one doing one's best.
"Forgetting the things that are behind, I press
forward," said a brave old man in the first
century.

The successful man forgets.

He knows the past is irrevocable. He lets
the dead past bury its dead. He is running a
race. He cannot afford to look behind. His
eye is on the winning post.

The magnanimous man forgets.

He is too big to let little things disturb him.
He forgives quickly and forgets easily. If any-
one does him a wrong, he "considers the source"
and keeps sweet. It is only your small man or
an Indian who cherishes a low revenge. The In-
dian never forgets, and because he is forever
wanting to pay somebody back he never gets on.

Be a forgetter.

Business dictates it and—

Success demands it.

—From the *St. Louis, Mo., Pepper Box*.

In the War Garden

Wife (musingly, after digging up a potato by
accident)—"Well, well, and here we have been
looking our eyes out for the things. Won't Harry
be surprised when I tell him he planted those
potato seeds upside down?"

Dad's Boy—Dad, was Robinson Crusoe an ac-
robat?

Dad—I don't know. Why?

Dad's Boy—Well, here it reads that after he
had finisht his day's work he sat down on his
chest.

Get Data Here.

"How are things in Russia now? Is the Czar
still reigning?"

"Nope. He settled down to a drizzle long
ago and now he's hardly mist."

APPLYING THE ROTARY CODE

THE Rotary Code is a practical application to present day business conditions of the great command of the Master. "Love thy neighbor as thyself."

The day has long since past when the business man can have one code of morals or honor—call it which you will—when dealing with his family and his friends and another when dealing with his employees, the people with whom he has business dealings, or his competitors.

The great question of today must not be "Is it legal?" but "Is it right?" On this high plane Rotary stands and thru its code points the way to better service to humanity for all who will study its teachings.

The Rotary Code recognizes that the man must be greater than the service he gives. It therefore urges every Rotarian constantly to seek a broader vision of and greater efficiency in his chosen calling. In this way only can the service given reach greater perfection.

Rotary recognizes that every man is building two things, a business and a character, and that the two are one. It teaches that in every position in business there must be a well balanced moral responsibility toward all mankind in general and toward the man with whom you are dealing in particular. In this and in no other way can that confidence which is so essential in modern business be created.

The Rotary Code is very practical. It shows us how we can reach a completeness of service we never before thought possible. It brings to the employer a new vision of his responsibility to his employees. It shows him a heaven-sent opportunity to develop the spirit of true service in his own organization. It enables him, as Frank Crane so ably puts it:

"To be a friend of man. To make it easier for those with whom we come in contact to do right rather than wrong. To smooth the steep road to success and character, competence and manliness. To scotch a snake or two in the grass by the path where weak feet travel. To mend a pitfall or smooth the roadway on the mountain of life. Surely this is worth while."

—By Austin White

Philosophy

There's seldom a smart of the head or the heart
That Time won't eventually cure;
There's seldom a pain of the body or brain,
But that one can somehow endure;
There's seldom a grief so deep but relief
Comes at last to one's suffering sense;
And there's never a thrill of great joy or ill,
That can matter one hundred years hence.

Tragedies

A man struck a match to see if his gasoline tank on his auto was empty. It wasn't.
A man patted a strange bulldog on the head to see if the critter was affectionate. It wasn't.
A man speeded up to see if he could beat the train to the crossing. He couldn't.
A man touched a trolley wire to see if it was charged. It was.
A man cut out his advertising to see if he could save money. He didn't.



The Loose Leaf Ledger was the first important bookkeeping innovation in a hundred years. At first deemed impractical, it long ago silenced all criticism by its efficient performance. You have probably found it indispensable in your own office.

In the National Line are Loose Leaf Ledgers of various types, bindings, sizes and prices—one suited for every office. The binding mechanism in all the National Ledgers are time-tested and of proven worth. Ask your stationer for National Accounting equipment.

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In these days of stress and uncertainty, one must needs be prepared for any eventuality.

Is your income insured? Are you certain of the return of your principal and interest?

First Mortgages as prepared by the Sessions Loan & Trust Company have stood the test of thirty-two years. The Savings Banks of Vermont and New Hampshire, some of the largest Insurance Companies in our Country as well as many of the most conservative Investors in our Country have been buying our First Mortgages for many years, because assurance of the return of interest and principal is absolutely certain.

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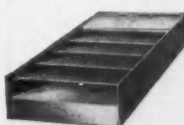
"SESSIONS STANDS FOR SAFETY"

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Rotarian Moultrie M. Sessions, President.
SESSIONS LOAN & TRUST COMPANY
Established 1887 Marietta, Georgia
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CHEAT THE WASTEBASKET

Stationery is important. You want it clean



Currier Patented Steel Stationery File, protects your paper, holds 500 sheets—each kind, envelopes, letter heads, carbon, copy, invoices, statements and a stamp box. Sets inside one desk drawer, all paper easy to read and reach.

Big Time Saver—Permanent Investment Beautiful Olive Green, Order Today. 9x3 1/2 in. Junior size Price \$5. With cover \$6.

Currier Mfg. Co., 601 Boston Block, Minneapolis, Minn.

Robert Lee Hatch

is a Rotarian of national reputation and intense believer in and a consistent practitioner of Rotarian principles. He is now and has been for several years a Director of the Rotary Club of New York.

By advertising in THE ROTARIAN he is not trying to take away business from any brother Rotarians, who conduct stores in communities all over the United States. He is in no sense a competitor of any Rotarian, anywhere, because he is a

SPECIALIST

What he prepares and sells nobody else in the world prepares or sells, therefore, he seeks the trade of Rotarians and their friends in all sections of the country through mail orders. He also invites personal calls from Rotarians or their friends when they are in New York, at any of his four stores—three on the west side of Broadway, near 30th, 45th and 99th Streets, and one in Herald Square, 6th Ave. at 35th Street.

"Hatch He Pays the Parcel Post"
On Mail Orders

Write For Price List

His specialties are:

Mixed Salto-Nuts (many varieties)
\$2.25 the lb.

Italian Chocolates, \$1.50 the lb.

Supreme Chocolates, \$2.00 the lb.

Address: Hatch, Herald Square, New York City.



In the Heart of Chicago
Hotel Sherman
 Downtown Rotary Club Hotel
 Write R after your name when you register (R)
 Luncheon of the Chicago Rotary Club every
 Tuesday and Rotary Round Table luncheon
 every day at this Hotel Visiting Rotarians
 always welcome.



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 CLEAR HAVANA CIGARS
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Janssen wants to see you!
"The Famous Hofbrau"
 Broadway and Thirtieth Street
 NEW YORK
 Quaintest Place in America
A Wonderful Restaurant
 August Janssen, Rotarian
 Branch at New Haven, Conn.

BILL WAS A ROTARIAN
 ROTARIANS of Albany, N. Y., have discovered the interesting fact that William Shakespeare, a celebrated English poet and dramatist, was planning a Rotary Club before Paul Harris ever got the idea. Here is the proof:
 "Honest good fellows, ah put up, put up"—*Romeo and Juliet*.
 "Give me your hand and let me all your fortunes understand"—*As You Like It*.
 "Hang out your banners on the outward walls"—*Macbeth*.
 "Sit down and feed and welcome to our table"—*As You Like It*.
 "Now good digestion wait on appetite and health on both"—*Macbeth*.
 "Oh musicians * * * play me some merry dump to comfort me"—*Romeo and Juliet*.
 "Friends, Romans, countrymen, lend me your ears"—*Julius Caesar*.
 "Being mechanical, you ought not to walk upon a laboring day without the sign of your profession. Speak, what trade art thou?"—*Julius Caesar*.
 "Halloo your name to the reverberate hills"—*Twelfth Night*.
 "I cannot tell what the dickens his name is"—*Merry Wives of Windsor*.
 "No profit grows where there is no pleasure ta'en"—*Taming of the Shrew*.
 "Zounds! I was never so bethumped with words"—*King John*.
 "So sweet and voluble is his discourse"—*Love's Labor Lost*.
 "Brevity is the soul of wit"—*Hamlet*.
 "For this relief, much thanks"—*Hamlet*.
 "I would applaud thee to the very echo"—*Macbeth*.
 "Stand not upon the order of your going; but go at once"—*Macbeth*.
 —R—
An Echo From the Past
 The Wobbly One: "Offisher, did you she me f-fall?"
 Officer: "Yes."
 The Wobbly One: "Had you ever sh-sheen me before?"
 Officer: "No."
 The Wobbly One: "Then how d-did you know it washz me?"
 —R—
To Be Procrastinated
 "I want to be procrastinated at de nex' corner," said Mr. Erastus Pinkly.
 "You want to be what?" demanded the conductor.
 "Don't lose your temper. I had to look in the dictionary myself before I found out that 'procrastinate' means 'put off'."
 —R—
The Difference
 "Parson," exclaimed Ephram, "I'se got 'ligion—'ligion, I tell you!"
 "That's fine, brother! You are going to lay aside all sin?"
 "Yes, sah."
 "You're going to church?"
 "Yes, sah-ree."
 "You are going to care for the widows?"
 "Ah, yes, sah."
 "You are going to pay your debts?"
 "Sah? Dat ain't 'ligion; dat's business."
 —Taken from Rotary Punch, Sioux City.

An "If" for Rotarians

(With Acknowledgments to Rudyard Kipling)

If you can keep the faith of those about you,
Be known for one who always plays the game;
So live that when you speak no one will doubt you,
Nor ask if words and actions are the same;
If you can throw the whole of your endeavor,—
Your heart and mind as one—to make your town,
The one best place to live in; seeking never
The limelight, nor the puff of cheap renown;
If you can take the hand of some poor brother
And lead him from the thing that helpt his fall.
If you can view the failing of another
With charity and tolerance for all;
If when you smile some heart is made the lighter,
Some soul's despair is changed to new-born hope;
If the dark places of the earth are brighter,
Because you led the way to those who grope;
If you are able by your cheery greeting,
To smooth the line of care from some-one's face;—
To make him feel that from that casual meeting
New strength has come with which to run the race;
If you can sing a chorus,—tell a story,—
Play like a boy,—feel always just eighteen;
If when there's work around—to you the glory
Of showing all the rest what work CAN mean;
If all thru life, whatever be your station,
You let the thought of service fill your soul;—
Service to God, to mankind and to nation,
Until what was the part becomes the whole;
If you can do all this until life closes,
Yet realize your task is but begun
You may die poor, but, by old Holy Moses,
You'll be a good Rotarian, my son!
—Will Arthur, R. C. of New Haven, Conn. (Copyrighted.)

The Miracle

I LAY with half-closed eyes, worn out with pain;
And day was night, and life a fearful thing.
I heard a stirring, as of flowers in rain,
Or little birds that move before they sing.
And by my side I found a fairy form,
"Your own. A sturdy son," the kind nurse smiled.
A bundle of pink rose-leaves, soft and warm—
And unbelievable! A mystic child!
The white-garbed angel placed it close to me,
Showed tiny face and dimpled fingers bared,
And smiled again, and "Hush" ed mysteriously;
Then tip-toed 'round the room. And still—I stared!

* * *

In dashed an interne with a tragic face.
"My God!" he cried. "My God! What have you done!
The infant here? This girl's a tonsil case!
It goes to Mrs. B—, in forty-one!"
—Marjorie Kinnan in Democrat Ditties.



Style and Stability How Would You Like It?

Suppose you brought home to dinner a man whose good opinion you valued very highly—a man whose influence could help or hurt your business. And suppose this man was a big, strapping, full-bodied man who weighed over two hundred pounds. Friend Wife, realizing the great importance of a good dinner, has created a spread that is nothing short of a miracle. You bring your guest to the table. He sits down and the chair groans under him and gives a sickening sidewise lurch. He grabs the cloth to keep from falling and pulls his soup into his lap, and you see that budding plan of yours that depended so much on his influence take wings and fly away to the land of Never-Will-Be. Wouldn't that take the joy out of life?

Charlotte Diners

will never cause you that embarrassment because they can't squeak or wobble. They are made of solid oak, solid walnut or solid mahogany, according to your preference. They're locked permanently in all four corners with the Charlotte Joint Lock. You can tip back in a Charlotte Diner without loosening the joints. Try it with an ordinary dining chair and you'll probably ruin it forever. There are a dozen or more exclusive points about CHARLOTTE DINERS that I would be glad to tell you. Write to

Bill Graham, Rotarian

CHARLOTTE CHAIR COMPANY
CHARLOTTE —:- MICHIGAN

The Four Allen Buttons

quickly enable you to recognize the "perfect protection for spare shoes." Look for the name Allen—it is your guarantee of style and service. Made in all colors—three snappy styles.

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With Star Windshield Wings

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Deflect wind and dust and stop that draught on the back of the neck. Glass is thoroughly protected with rubber bushings. Easily attached to any car. They not only add comfort but instantly catch the admiring eye of the public.

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Glass comes 18, 20 and 22 inches long

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EMPLOYERS! Let us supply you with men of experience in your line and who have the record of producing.

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Sales Organizer	\$12,000
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Salesman, Mech. rubber.....	\$6,000
178 Salesmen, various lines, \$150 to \$500 and commission.	
Production Mgr.	\$5,000

The Right Man for the Right Place

BUSINESS MEN'S CLEARING HOUSE

Jas. O. Craig, Pres. (Rotarian)

209 SOUTH STATE STREET

CHICAGO

A BUSINESS MAN'S PRAYER

TEACH me that 60 minutes make an hour,
16 ounces one pound and 100 cents one dollar.

Help me to live so that I can lie down at night with a clear conscience, without a gun under my pillow and unhaunted by the faces of those to whom I have brought pain.

Grant that I may earn my meal ticket on the square, and that in earning it I may not stick the gaff where it does not belong.

Deafen me to the jingle of tainted money and the rustle of unholy skirts. Blind me to the faults of other fellows, but reveal me to mine own.

Guide me so that each night when I look across the dinner table at my wife, who has been a blessing to me, I will have nothing to conceal. Keep me young enough to laugh with my children.

And when come the smell of flowers and tread of soft steps, and the crunching of wheels out in front, make the ceremony short and the epitaph simple: "Here lies a MAN."

—*Sioux City (Iowa) Punch.*

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CRICKET FIGHTS

CRICKET fighting is a very popular sport in China, according to a U. S. Marine who just returned here from a tour of duty in the Orient.

"The most celebrated cricket fights are those at Fa-ti, near Canton," says the sea-soldier. "A number of sheds are provided, made of matting, and are divided up into compartments. Each compartment contains a table with a vessel standing on it in which the encounters take place.

"Big contests are waged, the attendance is large and betting is heavy. Final results are posted conspicuously. Crickets are matched according to weight and color.

"When a cricket with a long record of victories dies its owner puts it in a tiny coffin and buries it, believing that funeral honors will assure him good luck in finding good fighting crickets."

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ROTARY AS WALT MASON MIGHT TELL IT

THE folks we meet at Rotary are every sort and kind, from butcherman to notary, of every type of mind; and yet I say they're all alike in many, many ways; they're princes every one you strike—to know them always pays. They're all imbued with service though; and profit, most, they think, when serving others as they ought—whose paths they interlink. That sounds to me like common sense, when it's practiced right, it ought to start to help man's tendency to fight.

Oh, these are days when each of us should love his fellow man; it's not a time to fume and cuss, but help as help we can. The workingman indeed, the grim employer mops his brow, he's lost his sense of greed; for now he takes a different stand; that labor owns its share, and both together hand in hand aim to do what's fair. Why that, my friend, is just the way two thousand years ago, the Man of Galilee did say that Golden Rule you know: "For as ye would that men should do to you, do ye to them." That ancient saying, then so true is now an apothegm.

And that's the thought, it seems to me, that lives in Rotary. It lives and that makes you and me each one a votary. For if a man will meet a man with fellowship in mind, without a single sordid plan, but selfishness behind; he's bound to do that man some good, Rotarian or no, and better yet 'twill be the food to make the giver grow.

—*By One of His Admirers in The Buzzsaw of Kansas City.*

Lexington, Ky.

Hotel Phoenix

JOHN G. CRAMER, Sec., Rotarian
Rotary Club Headquarters. Luncheon Thursdays, 12:15
Visiting Rotarians Welcome

Houston, Texas

Hotel Rice

B. B. MORTON, Mgr., Rotarian
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Visiting Rotarians Welcome.

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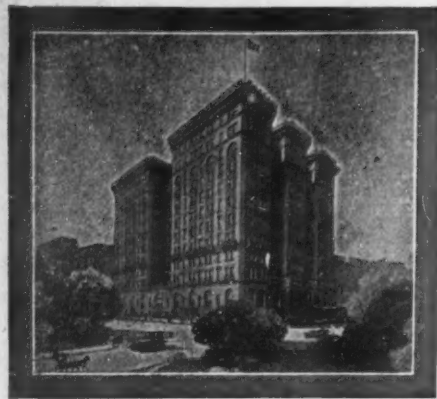
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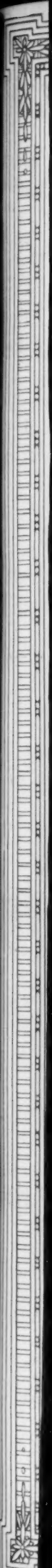
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With tariff in moderation

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Write me for information budget with auto map, etc., sent gratis.

Rotarian Copeland Townsend
Lessee-Director



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